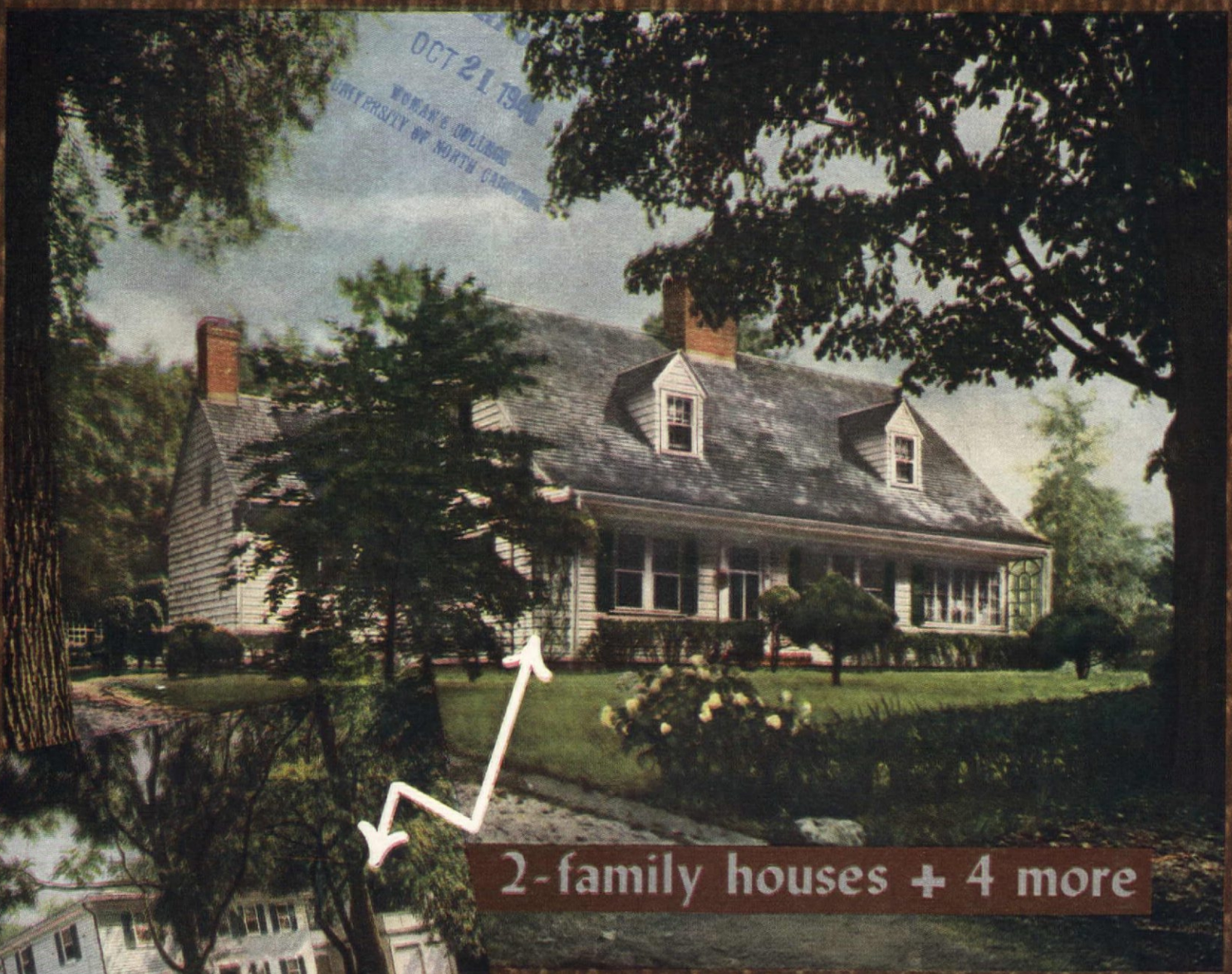
The American Home

OCT 21 1940
WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA



2-family houses + 4 more



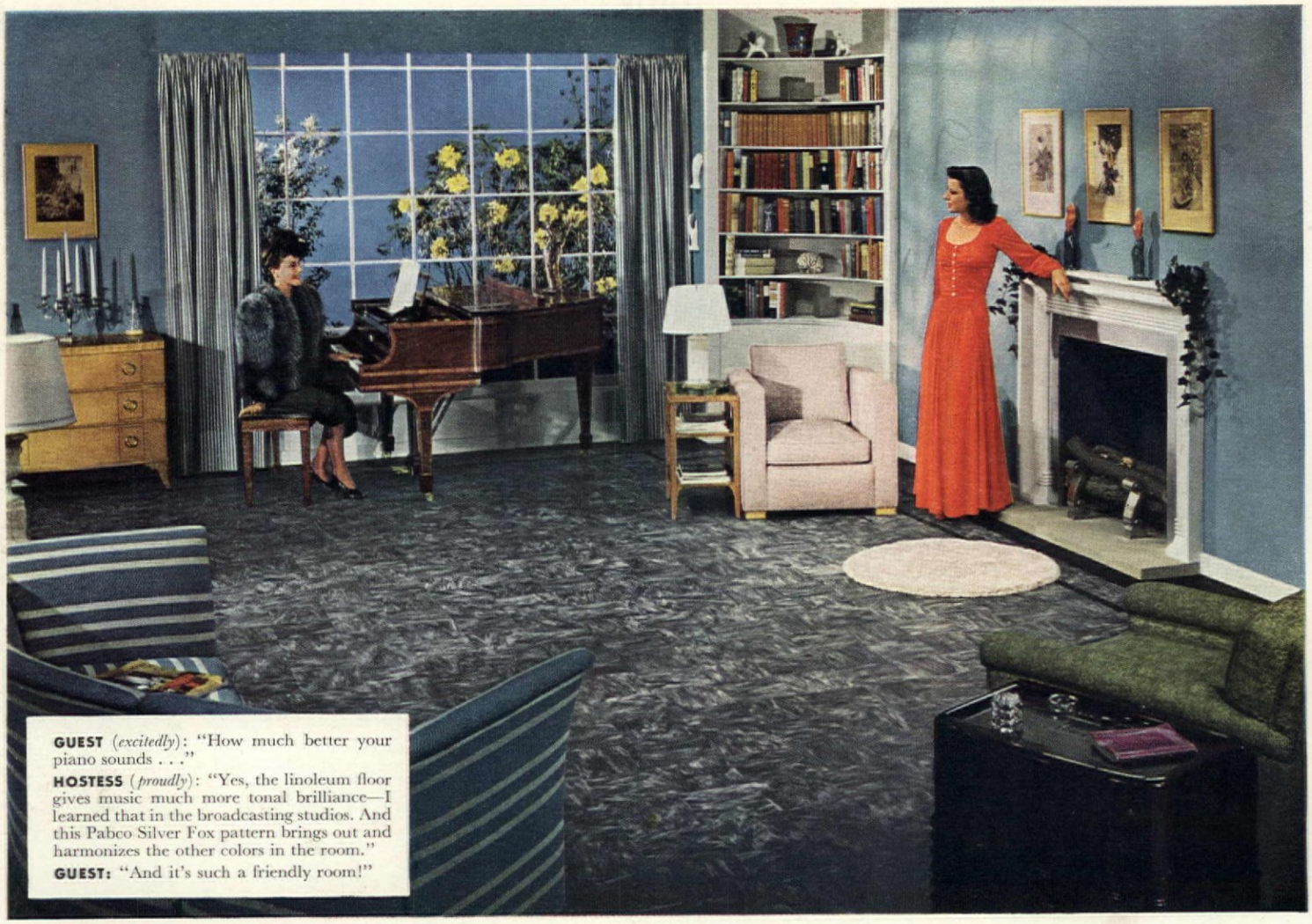


NOVEMBER 1940

"Company" Dinners en Casserole!

10¢

15¢ in Canada



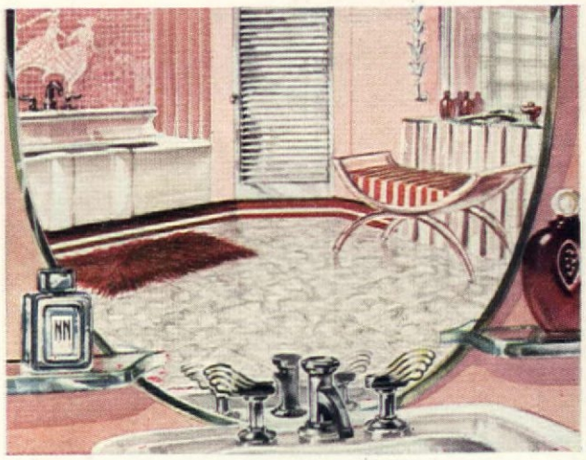
"Yes, Linoleum helped make this room the most livable one in the house...."



"LET'S GO DOWN to the game room!" This exhilarating atmosphere stimulates fun and exercise for young and old—floors of Pabco's new Tan Marbled Squares Linoleum (Pattern No. 2039) and cove base of Pabco's red linoleum (No. 124). Smart, beautiful!



IN THE THREE rooms on this page, Lyle Wheeler, Selznick-International's Academy Award-winning Art Director and world-famous designer-decorator, shows you how to use Pabco's new Swirl Marbled Squares to make your home more luxurious and more livable. The squares in Pabco Linoleum greatly enhance its versatility and beauty and give the floor a distinctive "hand-blocked" appearance. Pabco is Inlaid Linoleum with the real, genuine burlap back.



YOUR BATHROOM SHOULD reflect the decorative smartness of your home. Here you see Pabco's "Whitest White" Linoleum (Pattern No. 2003), with feature strip of Pabco's red linoleum (No. 124). Cheerful, unusual, authentic—for sale only by Pabco dealers.

PABCO LINOLEUM

LUXURY FLOORS AT REGULAR LINOLEUM PRICES

The Paraffine Companies, Inc., New York—Chicago, San Francisco, Makers, also, of Pabco "Stainless Sheen" Floor Coverings



Up again, Down again ...both your furnace and YOU!

WHY GO THROUGH THIS ANOTHER WINTER?

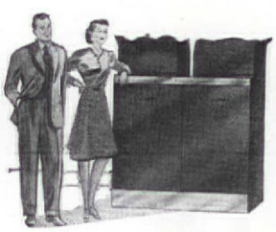
...TURN TO

FOR AUTOMATIC HEAT WITH OIL...



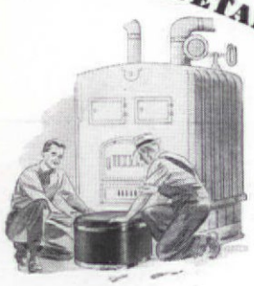
G-E Oil Furnace for radiator heat (steam, hot water or vapor) gives you even warmth all winter long—*plus* abundant hot water the year 'round, at low cost. Owners enjoy fuel savings of 25% to 50%!

G-E Winter Air Conditioner (oil fired) circulates *conditioned warm air heat*—filtered free of dust, humidified for better health and greater comfort. Summer Cooling units can be added.



FOR YOUR PRESENT HEATING PLANT

G-E Oil Burner, attached to your present furnace, brings you the convenience of truly automatic heat for $268 installed, *plus local codes*. It's clean, quiet, odorless—can be installed in as short a time as one day.

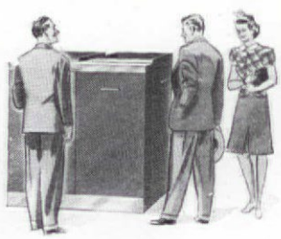


Whether you want radiator or warm air heat, oil or gas fired, there's a G-E unit to give you steady, automatic heat.

SEND FOR DETAILS

FOR AUTOMATIC HEAT WITH GAS...

G-E Winter Air Conditioner (gas fired) does away with dry, stuffy rooms. It burns gas the economical G-E way—supplies abundant warm air heat—filtered, moistened, *at no extra cost!*





G-E Gas Furnace for radiator heat (steam, hot water or vapor) gives you clean, comfortable heat with complete freedom from furnace drudgery. Burns gas the economical G-E way.

GENERAL ELECTRIC

Get full details from your local G-E distributor (see Classified Telephone Directory under Air Conditioning, Oil Burners or Gas Furnaces) or send coupon.

GENERAL ELECTRIC CO., Div. 190-812, Bloomfield, N. J.

Please send me literature on G-E ☐ Oil Furnace for radiator heat; ☐ Oil Winter Air Conditioner for warm air heat; ☐ Oil Burner for my present furnace; ☐ Gas Furnace for radiator heat; ☐ Gas Winter Air Conditioner for warm air heat.

Name .....

Address .....

Swing your partner!



Have the time of your life!

Your fun need never be marred by the dreadful thought that "revealing outlines" tell your secret! For Kotex ends never show! They're flat and invisible . . . different from stubby-end napkins!

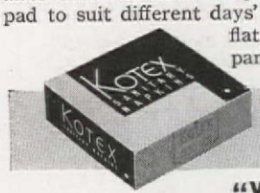
And for *safety's* sake, a new, improved kind of moisture-resistant material is now placed between the soft folds of every Kotex pad!



Excess baggage is costly on a plane trip! And excess bulk is uncomfortable in a sanitary napkin. Unnecessary, too! Kotex has a soft, *folded* center (with more absorbent material where needed . . . less in the non-effective portions of the pad). Naturally, this makes Kotex less bulky than pads made with loose, wadded fillers!



Kotex* comes in 3 sizes, too! Unlike most napkins, Kotex comes in *three* different sizes — *Super* — *Regular* — *Junior*. (So you may vary the size pad to suit different days' needs).... All 3 sizes have soft, *folded* centers... flat, form-fitting ends... and moisture-resistant "safety panels". And all 3 sizes sell for the same low price!



FEEL *its new softness* PROVE *its new safety*
COMPARE *its new flatter ends*

"You scarcely know you're wearing it!"

*Trade Mark Reg. U. S. Pat. Off.

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WHAT EVERY HOME OWNER SHOULD KNOW ABOUT STEEL WINDOWS



1. THEY LAST. You'll find steel windows are strong and durable. They don't swell, shrink—or deteriorate. By eliminating repairs and replacement costs, they pay for themselves. Upkeep is cut to mere painting.

2. THEY COST NO MORE. You not only save in the long run, but the initial cost of steel windows compares favorably with other types of windows.

3. THEY FIT ANY ARCHITECTURE. Notice in the picture how gracefully steel windows harmonize with the Colonial design. They conform with all periods —Georgian, Cape Cod, Modern—and enhance the beauty of any home.

4. ADMIT MORE LIGHT. For the same wall opening steel casements admit as much as 30% more light because of narrower frames and cross bars.

5. QUICK, SAFE CLEANING. You can clean both sides of steel casements from within the room. No ladders necessary—no sitting backward on the sill.

6. EASY TO OPEN AND CLOSE—even when wet, freshly painted, or when inconveniently placed, such as over the kitchen sink.

7. MORE FRESH AIR. Many types of steel windows open 100% for air against 50% for the double-hung window.

Many makers of steel windows who are proud of their products build with U·S·S Steel to assure highest quality. Write in for their names and more information about steel windows.

New Free Book "Steel for Modern Living"

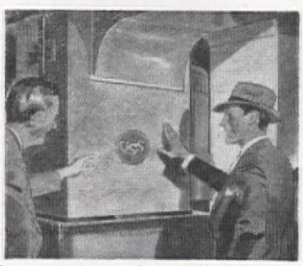
is yours for the asking. Chock full of new ideas for kitchens, bathrooms, playrooms. Beautifully illustrated in color. Write to United States Steel Corporation Subsidiaries, Box 176, Pittsburgh, Pa.

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COLUMBIA STEEL COMPANY, *San Francisco*
TENNESSEE COAL, IRON & RAILROAD COMPANY, *Birmingham*
Scully Steel Products Company, Chicago, *Warehouse Distributors*
United States Steel Export Company, New York

MANUFACTURED FROM USS STEELS UNITED STATES STEEL SUBSIDIARIES

LOOK FOR THE U·S·S MARK *on steel products you buy. That's how you can tell that the manufacturer has used quality steels for the purpose. He adds the U·S·S Steel "mark" as a buying guide to you.*

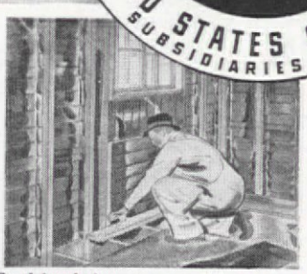
STEEL FOR CLEANER, BRIGHTER HOMES



Longer lasting steel *for heating systems. Insist on U·S·S Galvanized Copper Steel for double resistance to rust from moist air.*



All Steel kitchen — *beautiful, efficient, clean and modern—a joy to work in. Steel lasts, does not collect odors, looks new longer.*



Steel insulation—*a new and better way to insulate your home. Reflects 95% of radiated heat. Won't burn, absorb moisture or pack down.*

UNITED STATES STEEL



HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

IT makes no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were then. Now, by following a simple, definite Retirement Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed you for life. Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives.

$150 a Month beginning at age 55

Suppose you decide that you want to be able to retire on $150 a month beginning at age 55 and you qualify for the following Plan. Here is what it provides:

1 A check for $150 when you reach 55 and a check for $150 every month thereafter as long as you live.

2 A life income for your wife if you die before retirement age.

3 A monthly disability income for yourself if, before age 55, total disability stops your earning power for 6 months or more.

This Retirement Income Plan is guaranteed by the Phoenix Mutual, a company with over half a billion dollars of insurance in force and a record of more than 85 years of public service. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money worries. You can have all the joys of recreation or travel at the time when every man wants them most.

The Plan is not limited to men. Similar plans are available to women. It is not limited to persons of 40. You may be older or younger. The income is not limited to $150 a month. It can be more or less. And you can retire at any of the following ages that you wish: 55, 60, 65, or 70.

What does it cost? When we know your exact age, how much income you will need, and how soon it should begin, we shall be glad to tell you the cost. In the long run, the Plan will probably cost nothing, because, in most cases, every cent and more comes back to you at retirement age.

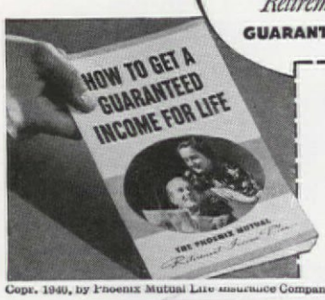
Write your date of birth in the coupon below and mail it today. You will receive, by mail and without charge, a copy of the 28-page illustrated booklet shown below. It tells all about the Plan, how to qualify for it, how to use it. Send for your copy now. The coupon is for your convenience.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE



Phoenix Mutual Life Insurance Company
442 Elm St., Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name_____

Date of Birth_____

Business Address_____

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

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Remember how good farm chicken soup tasted?



That new Country-style Chicken Soup of Heinz makes a body start remembering. You step back—through the years—into a farm kitchen you'll never forget. There's a cuckoo clock on the wall, a rocker by the window. And Aunt Liza saying, "Reckon you wouldn't be mad, young feller, if we cook up a kettle of chicken soup..."



Aunt Liza never had a written-down "receet". She just put the chicken into a big iron pot along with an onion, a little "bokay" of home-dried herbs and pinches of spice from a sweet-smelling wood cabinet. You never knew what these spices were, but their blending is something your taste remembers all these years.



Hour after hour the kettle murmured over the fire—lazy bubbles rising and breaking away. As the gold of the broth deepened, your hunger grew! And every once in a while you put wood in the stove . . . partly to impress Aunt Liza . . . but mostly for an excuse to get your face close to that tempting aura of savory richness . . .



Just as she was setting the table for supper, Aunt Liza suddenly remembered that old Mrs. Higgins—her nearest neighbor—was ill. So she ladled the soup into a Mason jar, and with a "Land sakes, don't drop it", sent you hustling down the lane in the gathering dusk. A faint, fragrant aroma escaped from the lid . . .



At long last Aunt Liza brought on the soup—the like of which you never knew again till Heinz came along with its Country-style Chicken Soup. If you knew chicken soup from your farm days—try Heinz—and remember. If you were a city child with none of the rural benefits, try it—and you won't forget.



Copr. 1940, H. J. Heinz Co.

THERE'S FLAVOR that brings folks a-running when the dinner bell announces Heinz Country-style Chicken Soup—latest addition to the list of Heinz twenty-three home-style favorites. Open the tin and see those golden eddies of chicken butter floating on clear, slow-simmered broth. There's plenty of tender chicken in this soup, and rice perfectly cooked so that every grain stands apart. Country-style Chicken Soup (like all Heinz Soups) is finished—all ready to serve. Just open a tin and heat the contents. Take a whopping big spoonful—and turn back the clock many a year. Never has there been soup like this before in tins—anywhere. Already in stock at grocers—everywhere.

Heinz 57

COUNTRY-STYLE



Soup

HOME-STYLE





—And These Houses Lead

Paul Davis

Proving that two can really live more cheaply than one—if they are two families sharing the taxes and upkeep on one dwelling. Here are six interesting houses in the East, West, and Midwest, accommodating two families or more

THEY look like single houses but they aren't. More than one family live in these homes and that's the secret of their double life, not any dark doings of Dr. Jekyll and Mr. Hyde character. Two of them have been remodeled, won over from their original single state; others are new houses specifically designed for two families. Each of them has the appearance of an individual house outside, with comfortable privacy and independence for each family inside; each is practical proof that double houses need not look double.

Called by a variety of names, duplex, twin, semi-detached, double, or two-family, there's tremendous interest in such houses now—and small wonder, since every suburb of every city has big, jalopy-like houses which can be kept up only by turning them into two-family dwellings, and every suburb has families who realize that it has to be double or nothing as far as building a new house is concerned. Those we illustrate are in Massachusetts, Wisconsin, Maine, California, New Jersey, and Pennsylvania, an indication of their national spread.

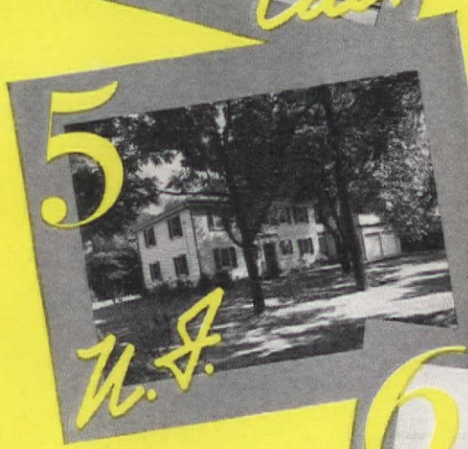
The economic advantages of doubling up are considerable. Older homes, homesteads which have been in the family for generations, or big houses built as the nine days' wonder of the high-flying period fifteen years ago, are usually expensive and troublesome to maintain, heat, repair, and finance now. Incorporating rentable apartments in them is often a sound means of producing income for taxes and overhead if the house lends itself to easy, moderate-cost remodeling (and only a local builder or architect can tell you about that). It's an advantage for housekeeping too, since more compact quarters are easier to live in and rent. Such remodeling can be the means of keeping your home and getting an income from it to boot. Building a *new* house with quarters for yourself and quarters for rent offers the same advantages plus others. A far cry from the kind of old-time two-faced houses on the opposite page, they can be two times as good looking as a single house and twice as convenient.





Ehrich Studios







a Double Life!

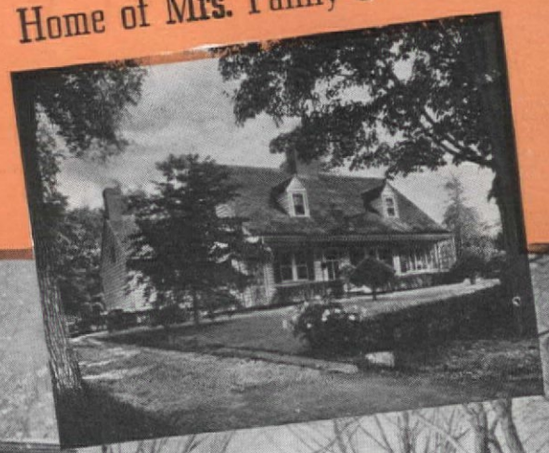
TO SHOW how the house for two or more families has been developed and improved over the old row model, six houses of varied style are illustrated and described on the following pages. They indicate that the double house can be a fine addition to any neighborhood and is worth considerable financial investment. This page contrasts the new and old schemes for this type of house. To begin with, the old stock designs for the double house gave the occupants the privacy of goldfish. All houses had their entrances on the same side, usually the front, and it was often necessary to enter the private porch or hall of one home to get to the other. Many had front or side porches directly overlooking each other, porches which were practically on the sidewalk and were the stronghold of the rocking chair brigade. Squeezed closely together, the houses had dreary, repetitious designs with no variation at all to their exteriors and plans, with the same number and arrangement of rooms in each half. Because of their unattractive character it isn't surprising that zoning ordinances banned two-family houses from many good neighborhoods.

The new types are quite different. Each man's part of the house is his castle and the whole house has the individual personality of a single dwelling. Instead of one standard design with porches on top of each other or side by side, blatantly advertising the double nature of the house, definite architectural treatments are used and families can live behind the dignified facade of a New England Colonial mansion or in a picturesque group of houses around a California court and get the benefits of double house economy.

One reason for the wide variety of design in two-family homes now is the fact that so many single houses are being remodeled to include rentable quarters. They usually have an individual style to begin with, dissimilar to any double house. This Massachusetts house, for instance, with its one and a half story Dutch Colonial front, wouldn't be easily recognized as a two-family dwelling because its original character has been kept intact. The new Wisconsin home and the two New England type homes in Maine and New Jersey aren't easily recognized as two-in-one houses, either, while the California court with individual homes for four families and the remodeled stone house in Pennsylvania are distinctive, too.

"AND they lived happily ever after" is the ending of many movies and books and that's the outcome most families figure on when they plan and build their homes. Certainly it's the kind of healthy, optimistic thinking sorely needed today. At the same time it doesn't hurt to remember that "ever after" is a long time and twenty years or so is the time it takes to raise a family. Nothing is surer than the fact that children will grow up, go out in the world and make their own homes. What happens to the family homestead then, with Johnny's and Mary's rooms empty and with Mother and Dad finding it hard to realize that the house, which was always a little small for a couple of wild Indians, is now overwhelmingly large? Houses are rarely sold for the amount of money expended on them during twenty years and, more important than that, twenty years of living in a house, raising your family in it, getting used to its ways and whims, attaches *you* to its walls just as closely as the ivy. So it isn't a bad idea to learn how one home-owner held on to her house, refitted the rooms to her present needs, and tucked in living quarters for a young couple without changing the character of the original house.

Home of Mrs. Fanny S. Swain





1

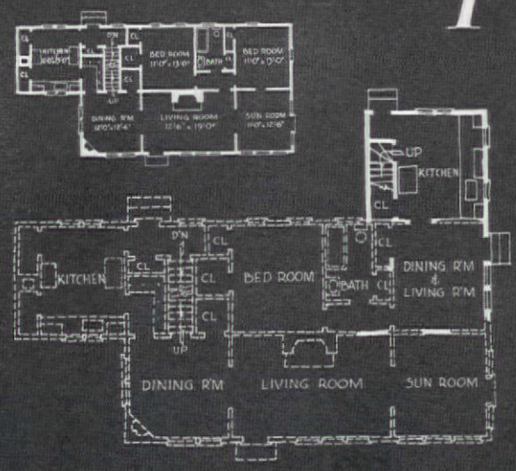
Hingham MASSACHUSETTS

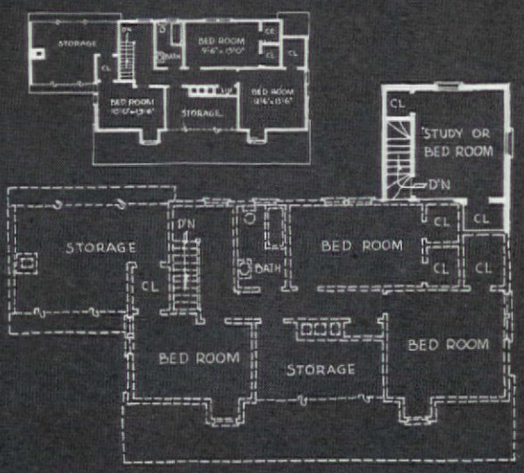
SMITH & WALKER, *Architects*

It's a picturesque cottage type of home with a low sweeping roof coming down as a hood over the front door and windows. Painted traditional New England white with black shingled roof and dark green shutters, it looks deceptively small from the front but most of the back part is two full stories high. There were five bedrooms, a sunroom, dining room, living room, kitchen, bath, and exceptional storage space in the original house and now that it has been remodeled into a two-family house, a wing of two rooms has been added at the rear. The plans on the opposite page, before and after the changes were carried out, show how little work was involved.

Two of the bedrooms were on the first floor of the original house and they became the nucleus of the new quarters. One was turned into a living-dining room, the other with its adjoining bath remained just as it was. Filling in two doorways between the front and back of the first floor, one in the sunroom, another in the living room, separated the two homes from each other. These new partitions were sound-proofed with insulating board and so were the closets separating the front was provided in the new living-dining room to serve as a front door and, since the house is on a corner lot, this door is reached by a path leading directly from the side street; in this way the tenants have their own private approach without encroaching on the front grounds at all. The living room is a sunny, cheerful one with a useful, extra-wide book and magazine case built in a former closet and enclosed by a glass door. It's a moderate size room but there's a study-bedroom upstairs to amplify it. It's on the upper floor of the new wing, built two stories high and extending out in an ell from the living room, and is reached by a private stair from the kitchen, which takes up the ground floor of the new wing. There's an outside door for service in the kitchen, the kind of sizeable room where you can really cook. Altogether, a nice little home of four rooms and a bath is provided, just the size place a young couple would wish to "swing." An additional benefit in fixing over a house for two families is the fact that having some one "next door" is reassuring as well as income-producing. For Mrs. Swain and her sister in the front part of this house their tenants are company and

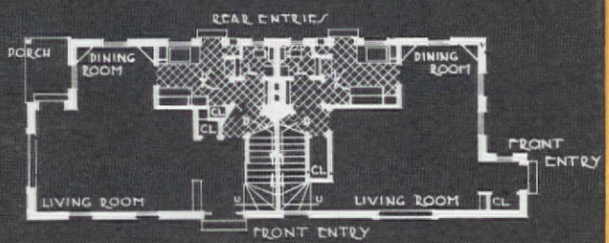
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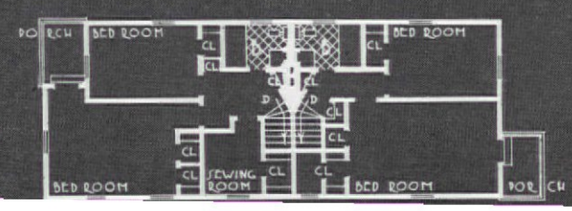
By giving up two first-floor bedrooms in the original house and adding a two-story wing at the rear, a new four room and bath apartment was included in the Swain house. The plans of the McBeath house, below, show how intelligently space was arranged to get the two-family house onto a lot 28′-0″ wide

2



Home of Mrs. A. C. McBeath

CARL LIEBERT
Architect



HERE'S certain proof that bright young things have no monopoly on bright ideas for home planning. Mrs. McBeath, whose sons are grown, married, and out on their own, put a lot of excellent ideas into this practical, double house; new ideas and a good many convictions which were tried, true but certainly not trite, the invaluable kind garnered from years of keeping house and raising a family. She wanted a new house, attractive, as well as compactly arranged and equipped, because she refused to rattle around alone in a big empty homestead with memories for company and a lot of extra room to care for. Believing there were probably others like herself, she built a two-family house and now, living in one half of it, renting the other half, she has company at hand and a helpful source of income.





J. Julius Fanta

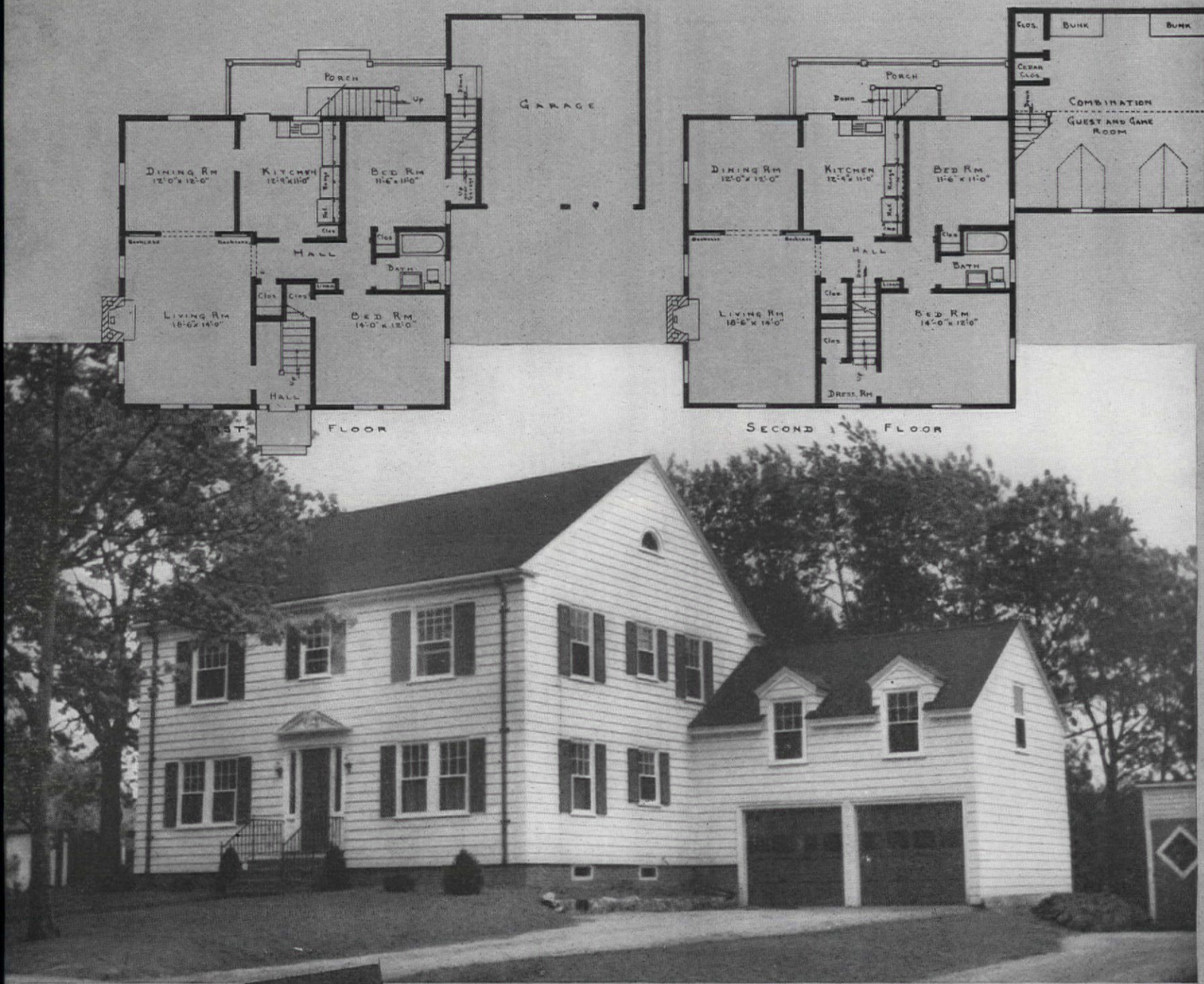
2

Milwaukee
WISCONSIN

The house site was a difficult one, a corner lot, 115′-0″ by only 28′-0″ deep. But the well-proportioned, two-storied house fits it agreeably. Cream brick with a weathered appearance, used on the first story, and cypress siding, stained and oiled, on the upper story, give a neat contrast, accented by blue-green shutters and doors, white sash and porch trim. A few individual features on each of the houses—different front doorways, picture windows, dormers, and side gables—give the whole place an interesting appearance and avoid any monotonous twin house look. Thoughtful touches like the corner porches, scalloped window trim, built-in bookshelves, ample kitchen shelves give definite personality to each home.

A center wall divides the house into approximately equal parts. Mrs. McBeath, living in the south house, which has its entrance on the long side, has a large open living room papered in a blue and ivory scroll pattern, with windows opening on three sides;

a Dutch door leads to a delightful small porch. The dining alcove adds space to the living room, though it has its own definite territory, and the open entrance hall, separated by low bookshelves, gives the impression of additional space. The kitchen can be reached independently of the dining room. Upstairs there is one large room which will take twin beds, another room for a double bed, a bath, and a sewing room large enough for a single bed. Woodwork upstairs is natural wood in an attractive blond finish and walls are papered in blue-green flower patterns and gay red and yellow plaids. The rented house, the north side, has a vestibule and opens onto a cross street. The different location of the front door gives a different shape to the living-dining space. Finished in a soft peach paper with ivory woodwork, this space is also laid out as one big room to get the maximum usable space in a limited floor area, and it is equally bright and open. There is an open terrace, fitted out with smart deck chairs. In addition to the two good bedrooms and white tiled bath on the second floor, a tiny deck is a handy place to air rugs. A built-in bed in the living room is for the extra guest. ***Building Data:*** *Walls:* Exterior: repossessed brick and stained cypress siding. Interior: wood studding, furred and plastered. *Roof:* Cedar wood shingles. *Insulation:* Wool fill in walls and roof, weatherstripping. *Flooring:* Light finished oak. *Trim:* White pine. *Heating:* Oil-fired winter air conditioning, oil-fired water heaters.



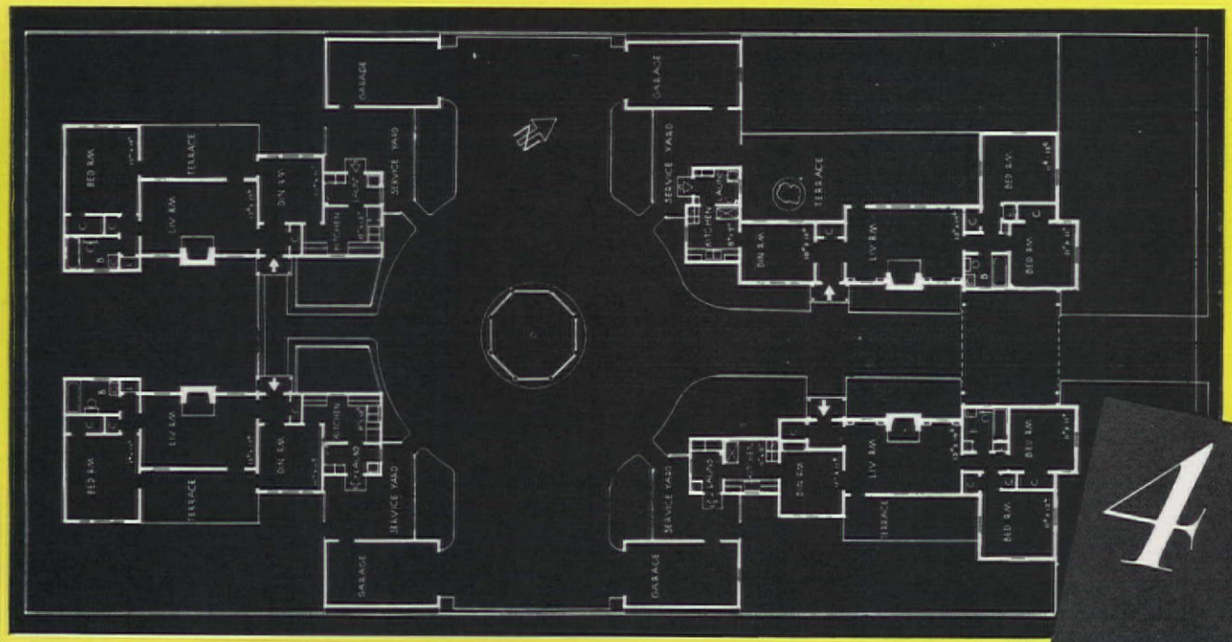
3

Auburn MAINE

Home of Mr. C. L. Limoges

"DON'T do it by halves" is good advice in building a two-family house today, and it applies not only to the methods of construction and quality of materials but particularly to the exterior design. The kind of double house which makes you think you're seeing double has lost favor. Prospective home owners want more imaginative handling in a two-family house than the old duplicate front doorways, duplicate side porches, duplicate details, and duplicate dullness on each half.

A sensible, good-looking scheme was carried out for this house, way down East. Set back from the street with an inviting front entrance, it fits right into the New England picture with its shingled sides, large rectangular shape, simple gabled roof. It really looks like a spacious, single home but instead of being a home for only one family, two families share its benefits and the pleasure of possession. It is divided horizontally, the first floor for one tenant, the second for the other, an arrangement which has the advantage of giving each of them windows on all four sides of the house. They share the front doorway but are completely independent otherwise, with a capacious living room, separate dining room, serviceable size kitchen, two bedrooms and a bath on each floor. An adjoining wing has a garage for two cars and above it a large combination guest-recreation room which is reached by stairs from the first floor to which it belongs.



4

Palo Alto
CALIFORNIA



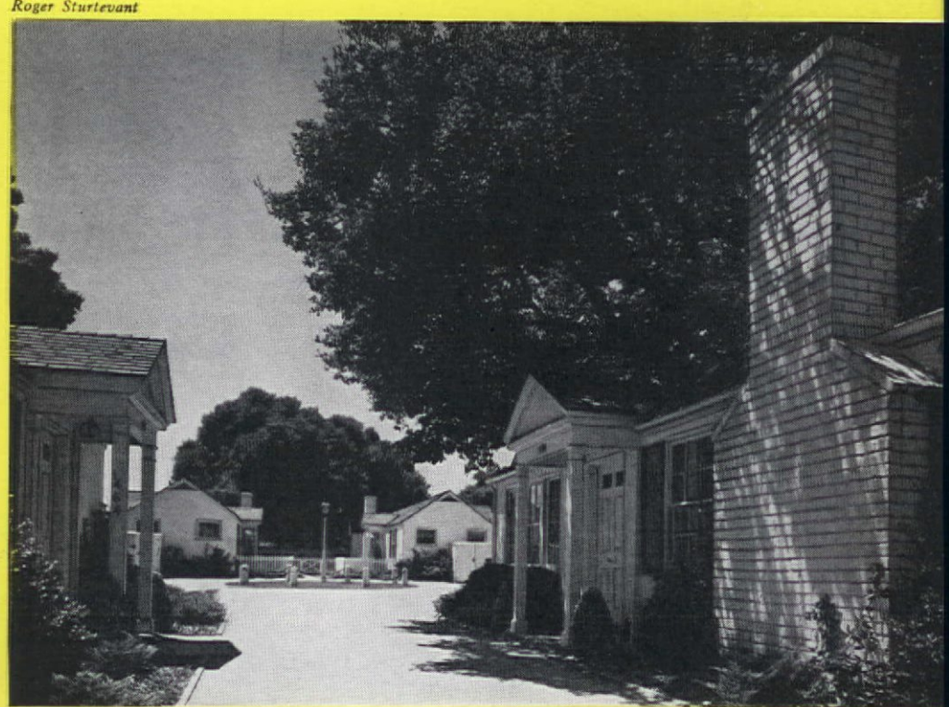
Cottage Court

LESLIE I. NICHOLS, *Architect*

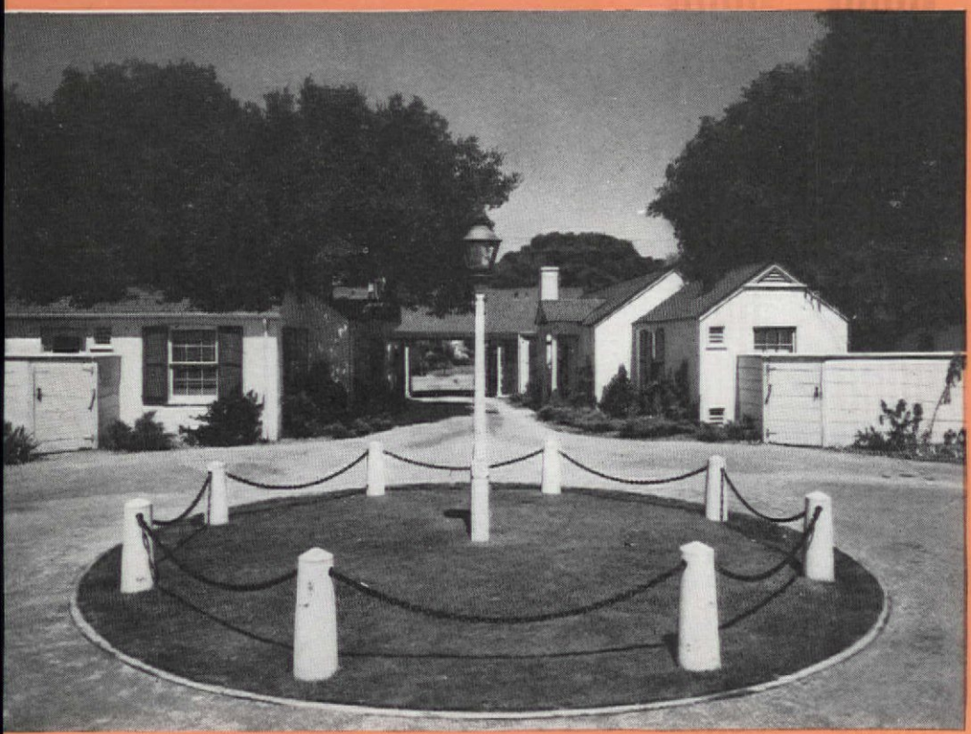
CALIFORNIANS still seem to do things in a bigger and better way, so it isn't surprising to find that these houses are for four families instead of merely two. They're individual houses, though, one house for each of the four families, and they're arranged around a central court in a smart land-saving way. The lot has frontage on only one street and the average scheme would be to build only one or two houses on it. But by skillful planning four houses were fitted in, doubling the usefulness of the lot and the financial return from the land. And the houses weren't crowded on top of one another either. Each house has privacy and a comfortable amount of space around it while each enjoys the advantage of the whole spacious, picturesquely landscaped lot.

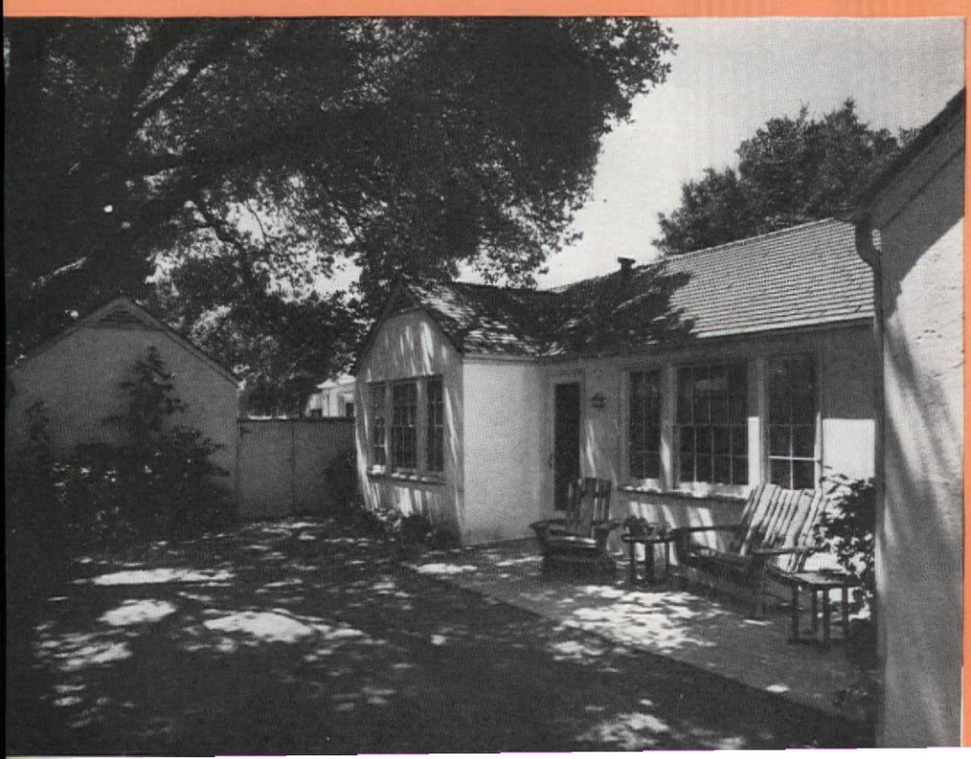
It's a co-operative scheme, another variation of the present-day trend toward doubling up for economy. The same idea is being carried out on old estates in many localities where the big outmoded mansions of an earlier day are being torn down while the grounds around them are preserved as an attractive setting for a number of new, smaller homes. Of course, arranging a number of houses around a court has been one of the tricks of the building trade in California for many years, but the earlier versions were definitely not on the attractive side; they were practically row houses with the dwellings smack up against one another and scarcely an inch of land to spare.

Roger Sturtevant









The two front houses of Cottage Court are fairly far forward and are connected by a roof over the entrance driveway, while the two rear houses are located quite far back on the grounds. All four houses are built lengthwise on the lot with the common driveway cutting through the level grounds to a traffic circle in the center. Service quarters and garages open just off this well-organized feature and bedrooms are as far away from it as possible, so there is no danger of the occupants of any house being disturbed by automobiles driving in or being put away. The living room, dining room, and a bedroom of each house are built around individual terraces and gardens located at the rear; they're secluded from all contact with each other and shut in from the outside by walls and garages.

The front houses present a bright, inviting appearance from the street with twin gables on each side of the wide, covered entrance. The appropriately low planting, the tiny cupola in the center of the roof, and the view of houses and lamp post through the driveway opening are delightful. These two houses have a somewhat similar floor plan with the same number of rooms: two bedrooms, a bath, living room, dining room, kitchen, and laundry. But they have enough variation to give them individuality; identical little white gabled Colonial porches lead into the houses but the hallways are different and so are the locations of dining rooms and service quarters. The house on the right side has a center hall with living room on one side, dining room on the other. Kitchen and laundry form a separate wing at right angles to the house, helping to enclose the long rear terrace, which is sheltered by a spreading oak tree. The house on the left side is differently arranged with the front hall leading right into the living room. The dining room is reached through it and service quarters extend out in a straight line. The terrace here is smaller, the lawn space larger. Horizontal board fences, painted to match the light stucco house walls, and the backs of the garages help to enclose both of these private garden areas.

In most group houses arrangements for getting in and out of garages are usually hit or miss and the general appearance of garages and driveway is fearful. A special virtue of this plan is the easy accessibility of the garages and the attractive treatment of the circular court with its neat grass plot enclosed by chains strung between posts and dominated by the old Colonial lamp post.

The two rear houses are completely separate except for the white picket fence, gate, and entrance path which they share. They have the same floor plan although they are the exact reverse of each other in layout. Smaller than the houses at the front of the lot, they have only one bedroom each but they have the same kind of wide, dark shuttered windows and the slim-posted, gabled entrance porches which go so well with the one-story height of these houses. Each front door opens into a little hall with the dining room directly facing it. The living room is just off the hall, in the center of the house, and the bedroom and bath wing are just beyond, helping to protect the garden terrace. Dining room and bedroom, as well as the living room, open on this terrace and garden area which is private, too, like the gardens of the front homes. The kitchen and laundry are in a wing at one corner of the house and are handily connected to the garage by a service yard screened from the circular driveway by high board fencing. These yards are a thoughtful feature of each of the houses and their high white fences frame in the traffic circle attractively.

Building Data:

Foundations: Poured concrete. *Walls: Exterior,* stucco applied to chicken wire over frame construction. *Interior,* sand-finish plaster with integral coloring on wood lath. *Roofs:* Red cedar shingles with a brush coat of graphite in oil. *Windows:* Wood frame and sash; a few casements but mostly double hung. *Screens:* Fixed, inside screens for casements, half sliding inside screens for double hung windows. *Flooring:* Strip oak, 5/16" thick, top nailed. Linoleum in kitchens and laundries. 4½" x 4¼" glazed tile in baths. *Woodwork:* Small, triple reeded moulding for door and window trim. *Baths:* Walls tiled full height around bathtub with 4 foot high tile wainscot around rest of room. *Heating:* Gas, floor furnaces. *Cubage:* Two-bedroom houses have 10,600 cubic feet, one-bedroom houses have 10,450 cubic feet. *Cost:* Cottage Court built in 1936 for just over $20,000.



CHICKEN GUMBO Up from old New Orleans Campbell's bring you a new adventure, a delightful off-the-beaten-path soup of tender green okra, luscious tomatoes, and chicken in a spryly seasoned chicken stock.

CREAM OF MUSHROOM The new soup treat that millions are glad they tried. It has a magic way of winning friends and influencing meal plans. It's rich with fresh cream and the flavor of young mushrooms.





SCOTCH BROTH Good appetites first find delight, then satisfaction in this thick and hefty soup. Mutton, barley, nourishing vegetables—here is everything a Scot would insist upon—for Americans to feast upon.

CELERY SOUP Two kinds of enjoyment lie ahead of you! Add water to this one to make a delightful soup that brims with the fine flavor of fresh celery. Or add milk to make a rich smooth cream of celery.





BEEF SOUP Lady, are you keeping something from your husband? Or have you served him this rugged brown beef soup of Campbell's? Man-style, it has plenty of vegetables and plenty of pieces of good beef. Lady, you'd better set it squarely before him.

ASPARAGUS SOUP In May, when asparagus is green and luscious, that's when Campbell's put up their superb asparagus soup. They seal the fleeting Maytime flavor in, with the smooth purée and tender tips, for you to enjoy *any* time. Today, perhaps?



"Today we're going to try a Soup that's different!"

"VEGETABLE SOUP is a standby at our house. That and tomato soup it seems I just can't serve too often to please Bill and the children.

"But we're going to do some exploring. I've stocked half a shelf with Campbell's Soups we've never tried till now. It stands to reason that if we like the way the Campbell people make our old favorite soups, then we'll like these others. We're starting today —with Campbell's Cream of Mushroom."





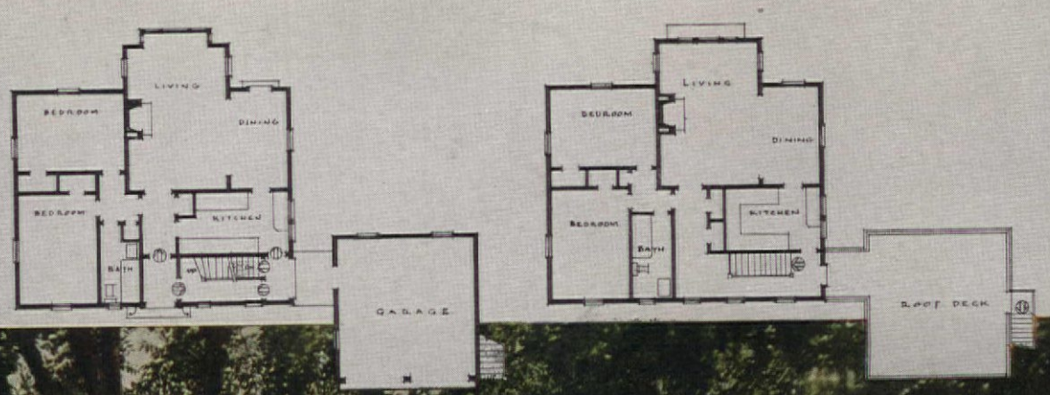
LOOK FOR THE RED-AND-WHITE LABEL

Campbell's Soups

21 KINDS TO CHOOSE FROM . . . ASPARAGUS • BEAN WITH BACON • BEEF • BOUILLON • CELERY • CHICKEN • CHICKEN GUMBO • CHICKEN NOODLE • CLAM CHOWDER • CONSOMMÉ • CONSOMMÉ MADRILÈNE • CONSOMMÉ PRINTANIER • MOCK TURTLE • CREAM OF MUSHROOM • OX TAIL • PEA • PEPPER POT • SCOTCH BROTH • TOMATO • VEGETABLE • VEGETARIAN VEGETABLE • VEGETABLE-BEEF

5

North Plainfield
NEW JERSEY



F. M. Demarest



Home of Miss Margaret R. Bonnell

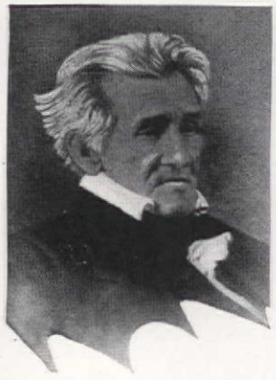
PAUL JERMAN, *Architect*

FEW houses are nicer or more comfortable or more lastingly satisfactory than a big, squarish white clapboard house with wide windows and hospitable entrance. This could be a stately, venerable New England home; actually it was built recently and its two stories are for two families. For a single family to maintain such a house would be prohibitively expensive for most of us today, but with two families sharing the overhead, each spends just about what they'd spend on one of those new crackerbox houses but gets the advantages of a dignified, spacious home.

The house is separated into two completely individual apartments so there's no treading on anyone else's toes or best rug. In the recessed pine-paneled front vestibule there are two doors, one leading to the first floor apartment, the other to the private stair hall of the second floor apartment. The ground floor tenant has the rear garden area, the upper tenant has the broad sun deck over the garage. Otherwise the quarters are identical, with two cross-ventilated bedrooms, a good size living room, partly separated dining room, kitchen, and bath on each floor. The covered passageway between the house and the two-car garage provides a neatly secluded, handily located entrance to the two kitchen doors.



Old Hickory's Home



One of the most dignified of America's old plantation homesteads nestles in the Cumberland Valley in Tennessee. It is known as "The Hermitage," the home of President Andrew Jackson.

After he was married, he established a home upon a thousand acres of land known as "Hunter's Hill," but in 1804, upon meeting with reverses, he was forced to sacrifice his house and land. Accompanied by a few faithful negro slaves, he moved to a tract in the wilderness, which later was to become the beautiful estate known as "The Hermitage." At first the Jacksons lived in an old blockhouse upon the premises; a crude two-story affair with a great stone chimney, one large room below and two rooms above. Even in this rough abode, Jackson entertained lavishly and no one knocking at his door in need of food and shelter was ever turned away.

This place served as their dwelling until 1819, when upon his return from the Seminole wars, his health much impaired, he built a mansion in which he and his wife might dwell in greater comfort in their declining years. Here Andrew Jackson spent the last twenty-five years of his life. The sun drenched garden with its pebbled paths, old-fashioned flowers, and magnolia trees delighted all visitors. In a quiet corner of this beauty spot rest "Old Hickory" and his beloved wife.

Andrew Jackson, at the suggestion of his wife, built "the little brick church" upon his estate. "The Hermitage" burned to the ground in 1834, but was immediately rebuilt upon its old foundations. In 1856 it was sold to the State of Tennessee by his adopted son and had it not been for the Civil War, might have become a military academy, a branch of West Point.

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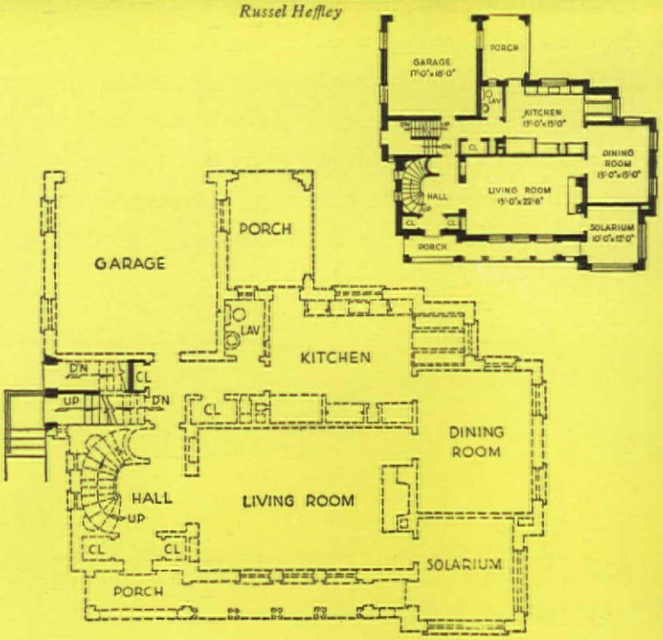
Johnstown PENNSYLVANIA

OUR sixth example isn't a new house but the kind of oversize, unwieldy home seen everywhere in suburbs and towns. This story of how it was converted from a single residence of fourteen rooms to a home with rentable apartments in the second and third floors shows down-to-earth, practical remodeling, for it was done with a minimum of change.

"Stony Gables" was built in 1928 to be the lasting pride and joy of our family, but by 1936 our backs were against its stony walls. Four daughters were near college age, my father's building business was listless, while taxes and upkeep costs mounted alarmingly. The "for sale" signs on other big homes showed that selling was impossible. When Mother timidly suggested installing apartments Dad said "absolutely not," arguing that it was impossible because all rooms were interconnecting, the front stair ended on the second floor, and



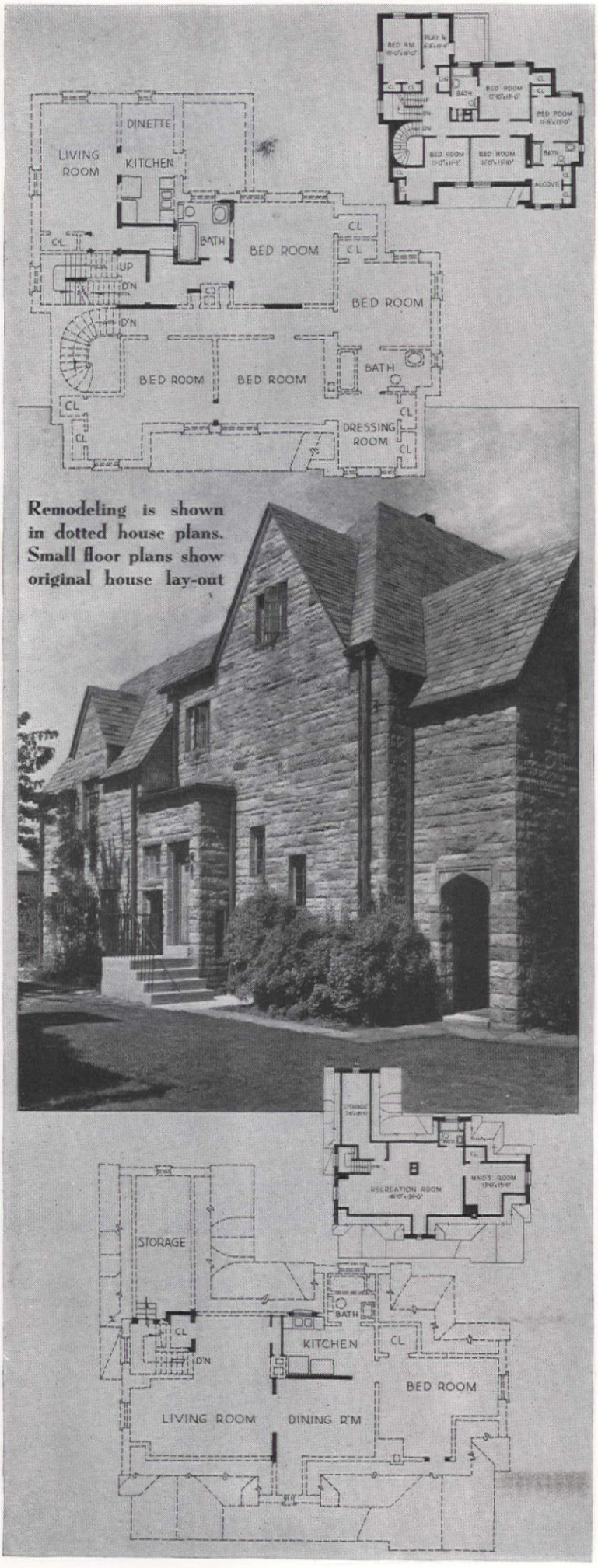
Russel Heffley



the family needed the extra space. We knew the real reason, of course, was he couldn't bear to have his home parceled up and tenanted by strangers.

But when Mother secretly answered a newspaper ad and a young couple arrived to see an apartment that wasn't there, Father was soon explaining how an apartment could be fixed up on the third floor. Not so much later we had two comfortable, private apartments in the house, finished and rented, while keeping the whole first floor plus three bedrooms, dressing rooms and bath for ourselves. Total costs came to about $2,000; much of that went into remodeling the back stairs into a private stairway for the apartments. We built a new side entrance, with a new cellar door, and new stairs directly from the entrance to the second floor. The stairs completely separated the apartments from our first floor but still gave us inside access to the garage. On the second floor, filling in doorways between the old front and back stair halls and between one bedroom and hall completed the job of separating us from the apartments.

For the second floor apartment, the bedroom over the garage became a living room, the playroom a kitchen-dinette—a deck porch is just off it. My bedroom and bath were incorporated with the bath revamped and a short passage built to reach the bedroom without going through the bath. On the third floor, the recreation room was divided into living and dining room, the maid's room became the bedroom. A bath, originally planned, and a kitchen, requiring a new dormer window, were installed; since water and waste pipes were conveniently near, equipping these two rooms wasn't too expensive.—LOUISE BERKEBILE



Remodeling is shown in dotted house plans. Small floor plans show original house lay-out



1. A hardy old dame
was Great Aunt Gwen.
She would do the work
of a couple of men.



2. Yet washing windows
the rag-pail way
Would knock her out
in half a day.



3. But her wise little heir,
Virginia G.
Washes all of her windows,
then rhumbas till three.



4. For Virginia is one of
the smart people who
Use *Windex* on windows.
(And so should you!)



5. Spray it on! Wipe it off!
In a jiffy *you're done!*
It changes a nasty
old job into fun.



6. And Windex contains
no dust-catching oil,
Keeps glass clean longer,
cuts down future toil.



7. Don't be tempted by imitators who promise "more for your money." WINDEX is a quality, *oil-free* cleaner which leaves no dust-catching film, doesn't streak, sheds no dust on sills or floor.

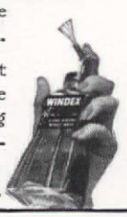
NEW REDUCED PRICES!

WINDEX

NOW NEVER OVER 15¢

for handy-size bottle anywhere in U. S. A.

Ask your dealer about the new reduced price —*also about big 20-oz. economy refill size.*



Copr. 1940, The Drackett Co.

Hear that, Matilda?

SHE'S STILL CRYING LIKE A BABY!

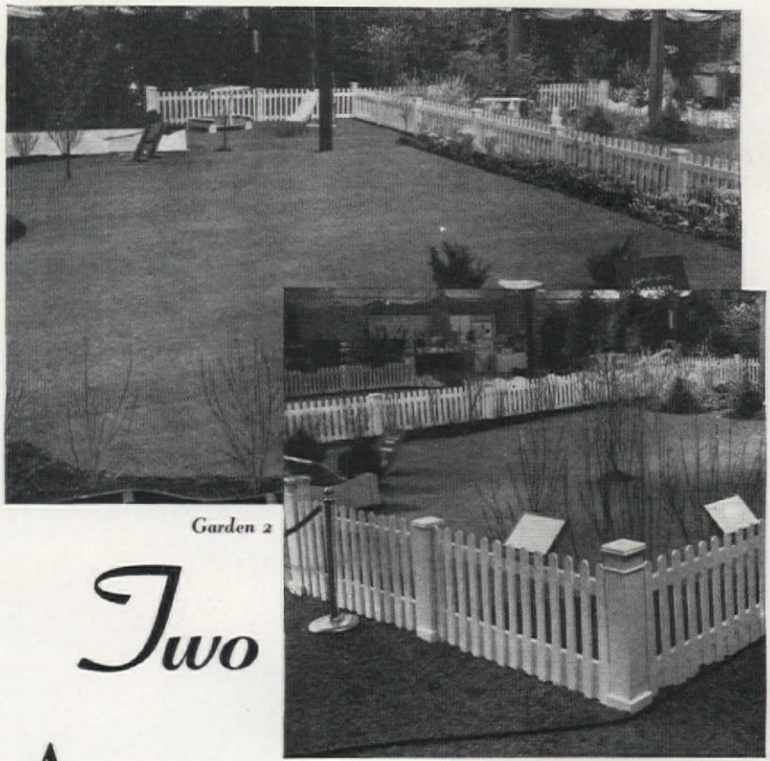


Golden bar or golden chips—
Fels-Naptha banishes "Tattle-Tale Gray"



Wherever you use bar-soap, use Fels-Naptha Soap. Wherever you use box-soap, use Fels-Naptha Soap Chips

COPR. 1940, FELS & CO.

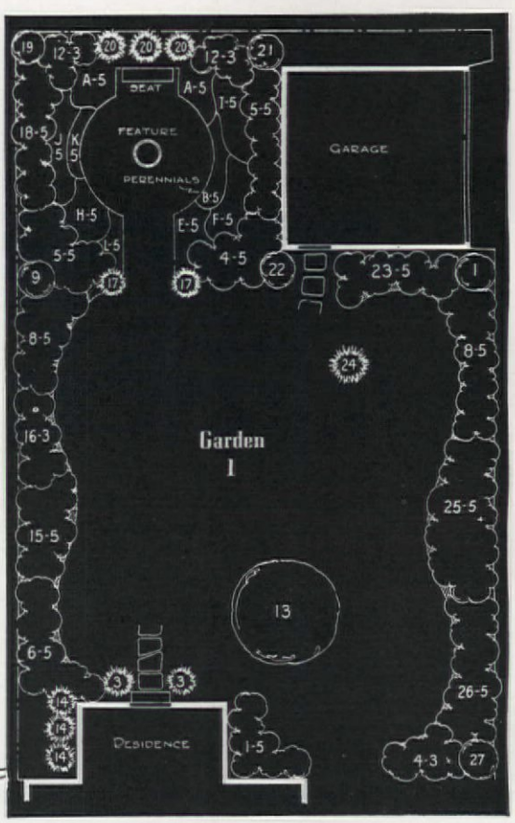


Garden 2

Two

Photographs by Oscar Forester from Michigan Horticultural Society

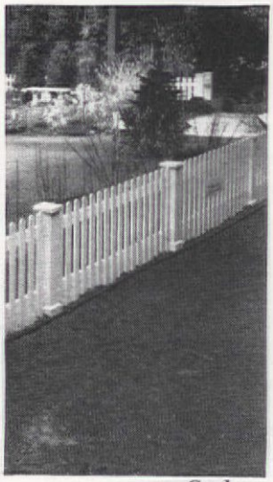
AMID all the brilliant, spectacular exhibits at Detroit's 1940 flower show, these two simple, inexpensive little gardens won thousands of hearts. Why? Because they were planned and made in answer to a wish that many of us have thought, if not expressed. A year before, Edgar A. Guest had said to President Earl Burke of the Michigan Horticultural Society: "I think there ought to be here at least one garden which the home-loving man and woman can hope to have . . . a small back-yard garden which a man could rise an hour earlier in the morning and hurry home in the



Planting Lists for the Two Gardens

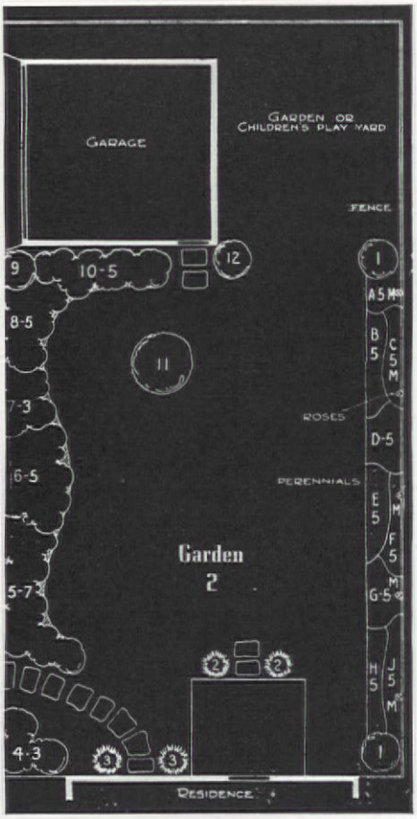
Key	Material	Plants in Garden #1	#2
1	Cornus florida	1	2
2	Taxus cuspidata	2	2
3	Pinus mughus	2	2
4	Berberis thunbergi	8	3
5	Philadelphus virginalis	10	7
6	Deutzia lemoinei	5	5
7	Spiraea douglasi	..	3
8	Hydrangea arborescens	10	5
9	Crataegus crus-galli	1	1
10	Spiraea thunbergi	..	5
11	Malus scheideckeri	..	1
12	Syringa persica	6	1
13	Ulmus pumila	1	..
14	Juniperus chinensis pfitzeriana	3	..
15	Symphoricarpos chenaulti	5	..
16	Weigela Eva Rathke	3	..
17	Tsuga canadensis	2	..
18	Cydonia (Chaenomeles) japonica	5	..
19	Viburnum americanum	1	..
20	Thuja occidentalis	3	..

Key	Material	Plants in Garden #1	#2
21	Viburnum dentatum	1	..
22	Philadelphus lemoinei	1	..
23	Prunus glandulosa	5	..
24	Abies concolor	1	..
25	Wegeila Abel Carriere	5	..
26	Rhodotypos kerrioides	5	..
27	Viburnum tomentosum	1	..
A	Delphinium	10	10
B	Campanula carpatica	5	5
C	Phlox Rijnstroom	..	5
D	Achillea	..	5
E	Dianthus	5	5
F	Chrysanthemum Murillo	5	5
G	Veronica	..	5
H	Phlox Rhinelander	5	5
I	Aquilegia	5	..
J	Aster	5	..
K	Arabis	5	..
L	Iris cristata	5	..
M	Climbing roses	..	5



Garden 1

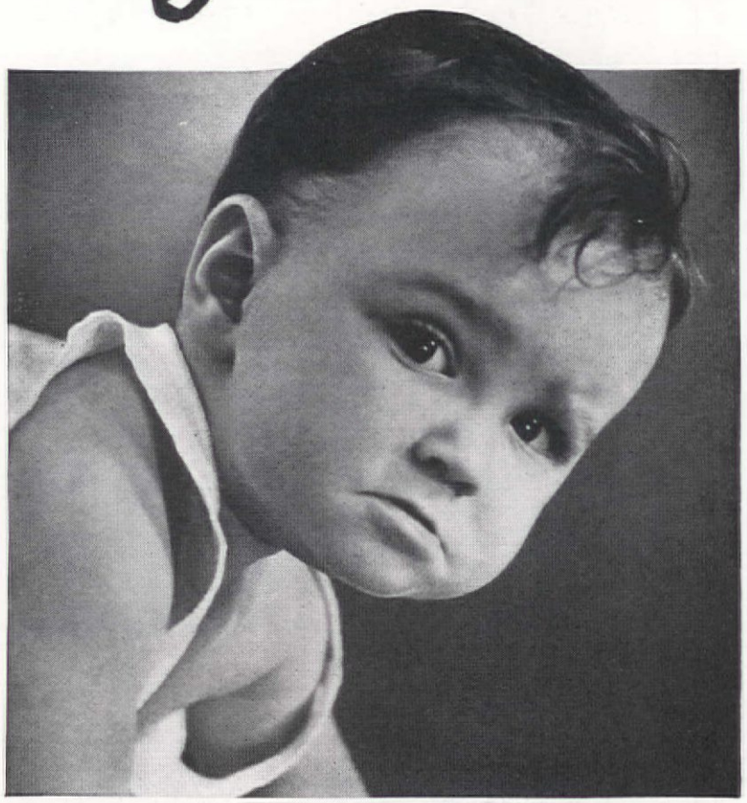
Little Gardens Edgar Guest Liked!



30x60 feet Cost $50 to $80-

evening to work in and enjoy. I'd like to see *my* sort of a garden as it would be if an expert were to make it." So the Society, and the Detroit Garden Center, and the Federated Garden Clubs of Michigan collaborated in creating two such gardens. They are planned for a 60-foot deep space on lots 30 and 40 feet wide respectively, to suit the requirements of an average family, subject, of course, to individual needs and tastes. Thus the smaller one has a children's play yard which could, instead, be a vegetable or cutting garden; and the sheltered nook in the larger plan might feature a barbecue or a lily pool instead of a sun dial or bird bath. The plant materials were chosen carefully—for Michigan conditions, of course—to give pleasing effects at a minimum expenditure of money and energy for upkeep; and also to avoid the jungle conditions that all too often result from the use of rampant-growing shrubs and trees. In different parts of the country, other plants of corresponding types and habits can be substituted, and, of course, the speed with which the full beauty of the plantings can be realized will depend on the age and size of the material planted. The carefully estimated costs (which represent plants only) are based on average prices. If an owner can invest more at the outset for larger trees and the extra labor of having them moved in, he can enjoy a complete garden setting within a year or two. If, on the other hand, he is content to start with small shrubs and saplings; to use annuals in place of perennials while he grows a stock of the latter from seed; to make the garden a little at a time over several seasons—then he can not only gain a lot of pleasurable experience and satisfaction, but also keep the price closer to the minimum figures, that is, $50 for the smaller plot and $75 or thereabouts for the other. Indeed, that was the very procedure Mr. Guest had in mind when he said of these gardens, "I urge newcomers to garden pleasures not to be frightened by the strange and difficult names these landscape fellows employ. In time you will become acquainted with them and speak them very glibly. These blossoming things make very fine and lasting friendships. And here is one hint more: Don't hurry your garden to completion. Take your time. Keep the plan as something to work on and look forward to. It is the beginning of a lifetime of pleasure."

Tough Guy_Sure!



But dirt and grime may make him an easy victim for germs. Help protect him against the risk of Infection from contaminated objects . . . with "Lysol" disinfectant.

NO MATTER how often you caution, "Baby mustn't touch", you know baby *will* touch everything his eager hands can reach! And everything he touches—toys . . . floors . . . walls . . . utensils . . . furniture—may be a possible source of germ Infection. Wash them with "Lysol"!

You can't control baby's hands. But you *can* keep all his surroundings clean —*hospital-clean!* Always clean walls, woodwork, bed and floors the way so many hospitals do, with "Lysol".

For more than 50 years, "Lysol" has been used in many leading hospitals the world over. In millions of homes "Lysol" is relied upon for protective cleanliness. "Lysol" is efficient, economical, concentrated. You dilute it with water, according to directions, as you use it.

"Lysol" is sold at all drug counters. Complete directions with every bottle for many protective uses.

FIGHT THE RISK OF INFECTION THROUGHOUT YOUR HOME! DISINFECT AS YOU CLEAN!



IN DAILY CLEANING

Disinfect as you clean—use "Lysol" in the water, to wash floors, walls; to wipe furniture, stair rails, door-knobs, etc.; to rinse brooms, mops, cloths.

IN THE BATHROOM

Keep your bathroom wholesomely clean; wash floor, tiling, tub, toilet, wash basin daily, with "Lysol" in the water. "Lysol" deodorizes, too.

IN THE LAUNDRY

Especially during sickness, clean washing machine, wringer, etc., with a "Lysol" solution; soak laundry overnight with "Lysol" in the water.

Lysol Disinfectant



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GUIDANCE FOR WIVES AND MOTHERS

LEHN & FINK PRODUCTS CORP.
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Please send me the book "War Against Germs", with facts about feminine hygiene and other uses of "Lysol".

Name _____

Address _____

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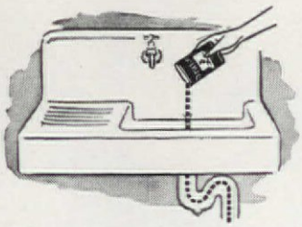
PIPES STOPPED UP? USE DRĀNO



1. "I'm sorry, dear—you'll have to hold your kitchen party at Nancy's house tonight. The pipes are stopped-up again!"



2. "Oh, mother, I can fix that in a sec. I'll get some Drāno. That's what we use in the lab sink at school. Be right back."



3. Look! Drāno's specially made to put the heat on down where the drain's stopped. Its churning, chemical boiling action melts, frees grease, dirt, grounds.



4. "Am I good or am I good? Now mom's going to use a teaspoonful of Drāno every night after the dishes are done to *keep* the pipes from stopping up."

Drāno
CLEARS DRAINS



P. S. A teaspoonful after the dishes *guards against* stopped-up drains. Won't harm pipes—no objectionable fumes. Never over 25¢ at grocery, drug, hardware stores.

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How NOT



IT WAS the paint sale that did it—a half gallon of white enamel for a dollar! Certainly I wasn't going to leave my bathroom a murky tan when it could be made glistening white for just one dollar! It wouldn't take me more than a couple of hours to paint it.

The afternoon the paint was delivered I was playing bridge. My husband happened to be home. Being a relatively new husband he decided to surprise me. When I returned he was about half through "painting" the bathroom and very proud of his handiwork, too.

"That's sweet," I mustered a martyred smile. "But darling, I wanted to put plaster in the cracks and holes. And it *should* have been sandpapered." (The brush, sandpaper, and plaster had cost an extra 75¢.)

"I'm sorry, sweetheart, I wanted to surprise you and have it all finished when you got home. You didn't stay long enough." He handed me the brush. "I expect you'll need some turpentine to keep it in . . . and maybe some to thin the paint." He pointed to spots where the paint had run. (The turpentine amounted to 75¢ before we were through and played havoc with my original estimates.)

I viewed the work. It was pretty splotchy and runny, but nothing that couldn't be remedied. I had rather expected it would take two coats to cover the tan, but there was plenty of paint. I'd fill in the cracks, sandpaper it and apply the second coat.

I went to bed that night dog tired. There was more stooping and reaching than one would think in painting such a small space. But I was happy. I had done the "repair work" and put the first coat on the other half of the room. One more coat and all would be well.

But I was in for a sad disappointment. The second coat left the walls no less splotchy than the first. The directions on the can *had* said if the new color was lighter than the old, an enamel undercoat should be used. But I thought two coats of enamel would accomplish the same purpose, and I had plenty of paint for several coats.

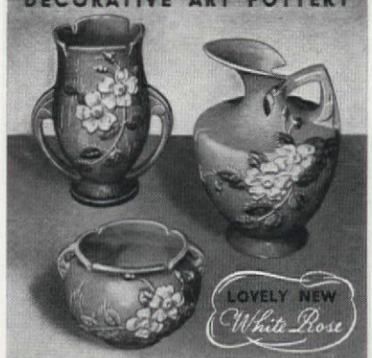
Tongue in cheek I consulted the paint dealer around the corner next day. "No ma'am," he shook his head. "Another coat of paint won't help that. It always will be splotchy unless you use a flat white underneath. You see enamel won't stick to enamel. Just go ahead and flatten it out as soon as your paint dries. Then one coat of enamel on that will be sufficient."

I gave him the 85¢ for the flat white. A little swift addition showed a total output of $3.35 . . . and a lot of wasted energy. Still it wasn't so bad at that, I consoled myself. I'd put the flat white on right away and finish up the job the next morning. I was expecting guests in a day or two and wanted the house perfect.

I had done one wall and the door when I realized *something was wrong.* It had been smooth as I applied it, and I'd been careful not to get it on too thick; but as I looked back over the finished work I saw it was gumming up and oozing down the walls in huge clumps. I sat back in despair. "There you are," I reproached myself, "sitting in the middle of a whole roomful of bargain. It was cheap paint you got, that's what it was. 'Special Sale' . . . phooey! And it was supposed to have been a reputable store, too. Oh well, you can't trust anybody any more.



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to do it!

MARGUERITE HENNESSY

It was about that time the postman brought the October issue of THE AMERICAN HOME simply bubbling over with suggestions for giving ye olde homestead a beauty treatment via "paint" and "brush" and . . . wasn't it "ingenuity"? My face darkened. Women doing all those things and I couldn't even do a good job of a measly little bath-room. And my husband thought he had married a Smart Little Wife! Humph . . . He was in for a surprise while the surprises were being passed around so plentifully. Then my eyes lit on the suggestion for making a paint remover. But I was extremely dubious.



When Frank came home I poured out my tale of woe. Both of us being Irish we saw the funny side of the whole thing and began to laugh. "Don't worry," he assured me, "I'll fix it up."

Having lost confidence in everything by then, I demanded, "How, for mercy's sake?"

"I'll ask the painter at the plant. He'll know what to do."

Next evening he brought home a paint scraper and a blow torch which he'd borrowed from the painter along with instructions for use. It seemed you melted the paint with the torch and simply scraped it off. Then, of course, we would have the original material to work with.

The painter also said the paint we had wasn't the very best obtainable but that he had used the same kind without such disastrous results as those we'd had.



The next morning Frank got out the torch and primed it. This means flooding it with gasoline, and lighting it while flames leap all around. I stood watching, frightened. Then its mouth began to spurt a blue flame. Frank took the torch in one hand and the scraper in the other. After two hours, we had almost finished the door. Then we decided to try our luck with the paint remover.

The next day we applied the remover, and after the directed amount of time began to scrape. The gummy paint peeled off and managed to stick to our clothes (being a bride I didn't have any really "old" clothes), the floor, and our shoes, and we tracked it over the house. But, anyway, it did come off! After the surface dried we started sandpapering, which was much harder then than it would have been in the first place. By the time we had sandpapered and applied a coat of flat white we had put in a day's work. We realized, too, that we were treating a practically "new" surface now, and that it would need two undercoats. I arose early the next morning and put on the second undercoat. A coat of enamel finished the job.

We surveyed the fruits of our toil. It was beautiful. The white paint made the room look cleaner than any amount of scrubbing had before. By contrast, it made the upper blue half look brighter. Suddenly it all seemed worth while. It had been more work than I'd expected and it had cost more than I'd intended, but it did look bee-utiful. I stole a peek at Frank. A smile spread over his Irish countenance. "You know," he conceded, "now that we've learned our lesson that kitchen shouldn't be hard for us to do."



This graceful Empire design, with its symphony of lacy threads, brings a note of old-world elegance, an air of happy festivity, to your holiday table. Wreaths and vases of flowers form a charming Classic pattern typical of the period. Unsuspected strength lies behind its fragile appearance, for Quaker lace cloths are surprisingly strong and launder perfectly.

See the many Quaker patterns at your favorite store and, if the one shown here (No. 2010) is not available, you may order direct from us. Size 72 x 90, $5.00. Napkins, 35¢ each. Sent postpaid on receipt of check or money order. Slightly higher from Denver west

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★★★ OLD COLONY





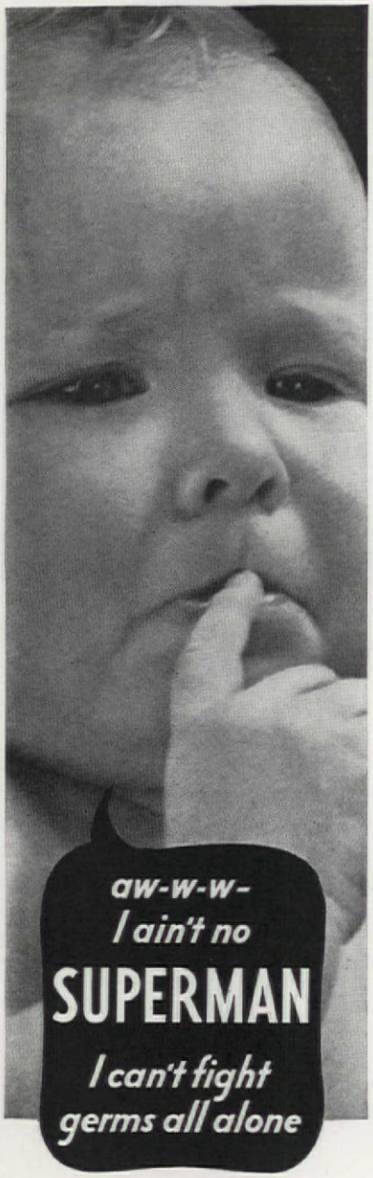
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"Gee, folks, I wish we babies could make you ALL realize how much our skin needs protection against germs. Those germs are EVERYWHERE! Lucky for me, Mommy protects my skin daily with Mennen Antiseptic Oil. That's my BODY-guard against germs."

Mother, to give your baby's skin the best care, to keep it safer from germs, and freer of rashes, do as practically all hospitals do, as most doctors recommend: oil your baby's skin daily with Mennen Antiseptic Oil. *Do this until your baby is at least a year old.* And use the oil also after every diaper change, too.

Then continue the protection with Mennen Antiseptic *Powder*. Made by a new process, *Hammerized*, it's smooth as air. And it's Antiseptic. A survey indicates it is recommended by more doctors than any other baby powder.

Remember, also, nothing takes the place of visits to your doctor. Take your baby to him regularly.



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Antiseptic
OIL *and* POWDER



LORRAINE G. HACKLEMAN

IT MUST have been comforting, indeed, to have lived in the days when there was no doubt as to how a child should be brought up; when one was quite certain about what was right and what was wrong. But the truth of the matter today is that we are not certain about what is good and what is bad for ourselves, let alone what is good or bad for our children.

How we parents annoy our children is something I doubt our ancestors stopped to consider. If they did it was but briefly while they made a beeline for the rod. It could very well be that bringing up children was an easier job in that other day, but it would do precious little toward equipping the children for living in today's melee. Tempering the type of discipline may make the modern children old before their time, due to forcing them to assume a little responsibility themselves, but in the main it seems to make civilized creatures out of them instead of mere puppets who do no thinking for themselves until they've reached maturity. Moreover, I am convinced that children have the inalienable right to a lot of constructive understanding and a freedom to make their own decisions, always within a certain few limitations to be prescribed by the parents.

Most certainly the right to develop a little judgment, through the well-worn trial and error method, should not be denied them while they are still closely under the parental wing and there is someone near at hand with needle threaded and thimble always ready to patch up the rents in their fabric of living.

The chief difficulty in considering oneself as a parent, and trying to do something about being a less annoying one, is knowing where to begin. One must "be reasonable," "be calm," "be even-tempered," "give the children opportunities." You can't just push a button and be reasonable. "Do not be bossy." Our children say we are "being bossy" when we tell them what they are expected to do. We are annoying them, but how in the world are we going to get around it?



Our eldest son is annoyed by the fact that we do not seem to realize he has grown up. He is in college now and wished to "hang" his fraternity pin. Father said, "No, son, you can't do that. That means you are engaged, and you are in no position to marry."

What a laugh! "Well, dad, I don't know whether to be annoyed or just amused. It means no such thing. It merely means we like each other and are going together steady. What a lot you have to learn!"

Perhaps his father could have said, and not too casually, "Hey, son, don't try a flyer unless you have at least a vague notion of where you are going to land," without having his son think the worst—that he was trying to "act young" and be one of the gang. Sometimes you can get away with a half-kidding manner, if you can manage to make it seem real, and it will spare your child the annoyance that does nothing but add another brick to the wall they all build at one time or another.

It is true that parents do not know all the rapidly changing customs among the younger set. Things which were "not done" in our day are correct today. Things which would have hurt a girl socially ten years ago make her popular today. We must understand and keep up on these things rather than constantly annoy our children by giving advice. When a mother says to her adolescent, "I am older and know best. I've had experience," the child will probably think (if he does not actually reply), "You are

How to annoy YOUR CHILDREN

The strange wisdom of the young is sometimes good—loosen up everywhere you can and find a common ground . . .

dreadfully old-hat. You just don't know what's going on. I know much more right now than you knew at thirty. *I* know my way around."

Times *have* changed and they *talk* about things that we never even *read* about. Being "young at heart" won't help—being sane in mind will. Children are reaching maturity faster than we did because the whole world is geared to a higher and more complicated speed and yet they keep a sense of fun. Let's *try* to keep an even temperature and they will probably come out all right and be a credit to the management. If we don't, they may go through the motions of listening to us with the respect they show to the old, the disabled, and the weak, but we will lose our point if they feel that our reactions are definitely those of a past generation. Let's listen, encourage, and suggest. One of the things that is most annoying to an adolescent is that sense of being at the mercy of superior strength and authority. Remember that the strange wisdom of the young is sometimes good. Of course they must be guided in many ways and definitely restricted in others, but loosen up everywhere you can and find a common ground.

How it does annoy my children to be told, "You are wrong. You are on the wrong track." If children did not differ from their parents this would be a world without progress. There is something wrong with the child who always agrees with his parents. We want to teach him to think for himself—that is one of the chief responsibilities of every parent.

We can be such an annoyance to the child over table manners. One of our youngsters said, when small, "Can't I even eat in peace?" A child should be taught to pass the bread, long before he is bothered about how to cut up his meat, for he is not going to grab his food and eat with both hands. I am sure you have seen a child accustomed to rigid table manners eat in a very disgusting manner when "the boss" was out. I ask you to ask me, is this annoying: "Kent, do sit up straight and get your feet out from under you"—"Here, let mother tuck your napkin



Why does Mother call you her "beauty treatment"?

That's easy! I save her so many steps and so much worry that it helps keep her gay and rested and full of fun!

How wonderful!

Yes, indeed, with me here Mother doesn't have to get tired and nervous running all over on a dozen different errands. She just picks up the telephone and talks to the grocer and the seamstress and the garage and the upholsterer—and presto!—all the bothersome details are settled in a jiffy!

So that's why she always has time to play with me these days!

And how she loves it, Jinks! What's more, Mother says I'm the least expensive little helper she knows of—big in service and really *cheap* in cost!

BELL TELEPHONE SYSTEM

under your chin"—"Not too much at a time, dear, it doesn't look nice"—"Eat all your spinach or you can't go to the movies"—"Don't chew your celery so loud, daddy wants to talk"—"You mustn't talk when your mouth is full"—And so on, ad nauseam! It is only when his mouth is full that the pleasure of conversation becomes attractive. He doesn't want to talk when it is empty—he wants to fill it again without any delay.

Let a child eat with a minimum of correction and he will gradually imitate your own table manners. If yours are good, his will be, too, for children are natural mimics.



I knew a little fellow once who hated oatmeal. His mother decided to give it to him at every meal until he would give in and eat it. Each time he refused. At the end of two days the mother was worn to a frazzle and the child (playing at my house) remarked, "I don't want to go home to dinner!" When I asked him why he said, "We'll just have another fight about oatmeal. Mamma is going to give it to me and *I'm not going to eat it!*" The impasse finally had to end in a compromise.

Not only at the table is the child annoyed by "do's" and "don't's." One afternoon when I was having callers, Kent, aged four, seemed unusually busy passing back and forth through the room. Each time I took pains to remind him, "Excuse yourself," or, "You forgot to say 'pardon me.'" I was about to give up in despair when he came through again and, passing in front of one of the ladies, paused and said, "Pardon me, pardon me, PARDON ME. Now that will go for all the rest of the time."

Much of a child's unmannerliness is mere thoughtlessness and a lack of feeling of responsibility. I am sure our children are being less hampered by rigid constraint and every step we take to make them feel at ease and be individuals is one in the right direction.

I have always tried to be very frank with my children and this statement will prove how brutally frank they are at times. I asked my daughter, "What annoys you most at home?" and her answer was: "When I disobey or do something contrary to rule, you scold me. I usually deserve it, I know, and try to be a good sport. If only you would stop there, but you don't. (And here is where most parents are prime offenders.) You drag in things that I did last week, or last month, and scold me for those, too. After a while I don't listen." Children are funny, aren't they?

Our young son became terribly annoyed at me one morning because I insisted that he wear his raincoat to school when he thought he did not need it. I wasted no words in telling him why he should wear it, why it was bought for him, what would happen if he caught a cold and wound up by saying, "Why do I have trouble in getting you to mind, when I know if your teacher told you what to do, you would do it?"

He sat down, his chin in his hand and replied, "Well, mom, I'll just tell you. I believe you talk too much. You've said so much now, I've forgotten what you corrected me for in the first place."

Even the child at the block-building stage has a complaint to make. To his building he attaches the importance of a real contribution to science. In the midst of erecting a *skyscraper* he is told to "stop now and get to bed." Should he take this cheerfully? He has no conception of time so he refuses—mother insists—and what happens? Probably a warning five minutes earlier that he lay his men off for a holiday or blow the whistle for quitting time would have helped.

Adolescent sister is spending so much time before her mirror, wondering if just a little rouge would be becoming, or changing her style of hair dress, that a hot breakfast is out of the question. Russel has eaten breakfast but would not put on a clean shirt or comb his hair. In spite of all this, they are annoyed with the insistence: "Do hurry. You will be late to school. Why didn't you brush your hair, son? Sister, I don't want you to use rouge." But sister's activities before her mirror represent new experiences—breakfast means nothing. Russel is merely asserting himself. He has become a man of affairs and such men don't wash behind their ears or comb their hair except when they want to. Only the sissies are ever found in a perfect state of neatness. The children are annoyed by our efforts to change their habits. And the fault there is with the habits we have allowed them to form.

ONE of the biggest reasons we annoy our children is because they get tired of us. Plan some way to get away from home periodically. The most important thing in motherhood is perspective. Rest and change give perspective and "mellow the feelings." Besides that, *our children deserve a break.* Many a mother who refuses to leave her child for a while believes it is devotion, but time off for mother is a precaution for mental as well as physical health. I read this statement once from a famous psychiatrist: "The neurotic, unhappy, self-pitying mother is as dangerous in the nursery as a wild beast." You can go window-shopping or see a movie. I have one friend who goes bird hunting all through the winter. She says she is checking up on the birds that stay in her community during the cold months, but she is doing more than that. Dr. Sherman, psychologist at the University of Chicago, says that such things have a valuable place in modern life. He avers that bridge playing is a splendid and harmless outlet for annoyances.

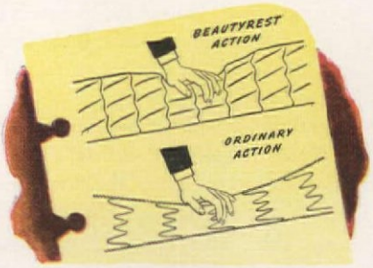
So when you realize you are annoying the children more than usual, it is time to get out of the house, away from them for a short time. You will come home a fresher, more competent mother. Being a parent is a serious business, and it can be fun, too. Isn't it too bad that, among all the other wonderful inventions, someone hasn't perfected a system by which we could look into the future, into the lives of our children? We would see that a lot of our gigantic worries were needless. So let's breathe deeply, and take it *as easy as possible.* We are all going to live through it and the race will probably go right on.

The 6 most intelligent questions you can ask about a mattress



1. What kind of comfort does it give?

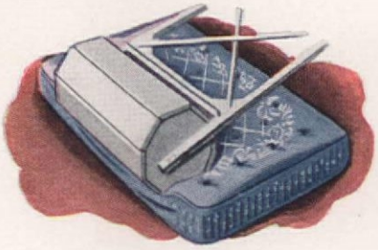
All mattresses *look* comfortable in the store. But remember... there are many *degrees* of comfort. A mattress with only the "usual" construction can give you only the "usual" type of comfort. But Beautyrest has developed a construction all its own. It gives you Beautyrest's supreme *luxury* comfort... glorious, blissful comfort no other mattress has ever given before.



2. What type of spring action does it have?

The usual type of spring construction ties the springs together by wire. As your body presses some springs down, all the others go down too—forming slopes and hollows.

Beautyrest features the radically different "independent coil" construction... where each of the 837 springs yields *independently* to the various weights of the different parts of your body... giving you buoyant, luxurious support that no other mattress gives. *We know.* We make both kinds: the luxurious Beautyrest and the "ordinary action" mattress.



3. How long will it last?

A mattress should be an investment in comfort *over the years.* One that loses its usable comfort in a few years is no bargain *at any price!* At the United States Testing Company, Inc. (Certified Test No. 11760), 17 different makes of mattress were tested. Beautyrest stood up *three times longer* than any other mattress tested. We guarantee Beautyrest for 10 years' service. But we honestly believe it will give you more than 10 years of Beautyrest luxury comfort.



4. Will it stay clean and sanitary inside?

Over the years many a mattress grows musty, stale, and "unclean" inside. But not Beautyrest. It has 8 real ventilators (not artificial ones) that "breathe" in clean, fresh air throughout the *entire* mattress... keeping it always sanitary and fresh.





5. How will the mattress keep its shape?

Some mattresses just don't stand up. Lumps form. The edges break down and sag. But Beautyrest has a patented sag-proof edge that stands up under all kinds of abuse, keeping the edges neat and firm during the entire life of the mattress. (P.S. Beautyrest never "lumps" up. So it needs less turning. After the first few months, 4 or 5 turnings a year are plenty.)



6. How much should I pay?

The New Beautyrest costs $39.50. Based on our 10-year guarantee alone, this price comes down to *a penny a night*... cheap enough, don't you agree, for the most luxurious mattress ever made? Buy a Beautyrest. Accept no mattress "just as good." For Beautyrest has imitators. *But* no other mattress can give you ALL its advantages.

Beautyrest Box Spring, for use with Beautyrest Mattress, $39.50. Or get the Ace Coil Spring, $19.75.

Painting by B. Paula Carr



The American Home State Flower Prints::

XXIX. LOUISIANA, MISSISSIPPI: SOUTHERN MAGNOLIA: Well named grandiflora, this splendid evergreen species is native all along the Gulf Coast. Although it will grow, if protected, even up into Pennsylvania, it typifies the South's lush fragrance

XXX. HAWAII: HIBISCUS: Of Asiatic origin, but now found in many tropical countries, this flamboyant shrub is related to okra, the rose-mallows, and, less closely, to cotton. Cultivated forms vary widely from this wild type—H. rosa-sinensis

Science and Superstition

Painting by Else Bostelmann



IS THERE anything more wonderful than the growth of a plant from seed to maturity? Do you wonder that, from earliest times, men have associated plants with mystery, occult manifestations and divers higher powers? With our (as we think) vastly increased knowledge, we dismiss many of these associations as silly superstitions. But some have been amazingly supported by newly revealed scientific truths; and others, still on the borderline, make us wonder how much we really know about Nature's secrets and whether we are or ever will be able to distinguish between science and superstition in gardening and horticulture.

We smile at mediaeval directions for gathering the "mystic mandrake" whose root "formed like unto a man" was considered a powerful panacea. Yet the equally hoary statement that, "Its bark mixed with wine is given to drink to those who are to be surgically operated on, in order that they may fall into a stupor and may not feel pain," became anything but fanciful when, in our time, scientists isolated from this very plant narcotic alkaloids, one of which was later used in a compound that produces the modern "twilight sleep." Compare the recent development of the valuable rotenone insecticides from tropical plant roots which ignorant (?) savages for years have pounded up and thrown into streams to stupefy fish and simplify their capture.

Even by 1700, the "Scythian lamb tree," which, ancient writers said, bore fruit "exactly the shape of a Lamb and that feeds itself with all the Grass that grows around it" had become pure legend. Yet scholars of the period calmly accepted and discussed the reports of the no less fantastic "barnacle tree" of Scotland, whose fruits changed into living geese if they fell on the land and to "swimming fishes" if they fell into the sea! Sir Francis Bacon was impressed by the fact that "if we set a dish of Water 4 or 5 Inches from a Cowcumber that begins to germinate, the tender Plant will in 4 and 20 Hours



Red Dahlias,— one of a series of flower arrangements illustrated and diagramed in the book offered on this page. •



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• "Flower Arranging" by Laura Lee Burroughs contains 48 exquisite color reproductions of flower arrangements and many practical suggestions on this rapidly growing and fascinating art. Send your name and address, clearly printed, enclosing ten cents (coin or stamps) to cover the cost of handling and mailing, to The Coca-Cola Company, Atlanta, Georgia, Dept. A.

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DRESS BY BERGDORF GOODMAN

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* * *

Gulistan Carpeting, illustrated above, in one of the loveliest shades of today, amethyst rose (Lily of the Valley pattern). Gulistan has been Jury-awarded Gold Seal of the New York World's Fair (America-At-Home Exhibit). It was also exhibited at the New York Metropolitan Museum and at the Paris 1937 Exhibition.



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BY THE MAKERS OF

GULISTAN



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make its way to the Vessel in which the Water is." But such things don't astonish us who have dug up drain pipes to find them packed solid with roots of a distant tree that have made their way thither.

Then there's planting by the moon. The theory dates further back than the Year One, but it is by no means a dead issue. Not to mention farmers' almanacs, there are modern, seriously analytical books about it; one, by Dr. Clark Timmins, appeared in 1939. An officer of the progressive Men's Garden Clubs of America frankly voices his belief in the wisdom of choosing the right phases of the moon for seed sowing. And from Pennsylvania, Robert Ross, a regular AMERICAN HOME reader, reports to us on "The Moon and My Potatoes" as follows:

"After I had heard, at intervals over many years, about the moon's



influence on plantings, the bug got under my skin and I started to ask questions. The answers led me to make a test planting, using the simplest of the recommendations, namely, that two or three days before full moon is the best time to plant and a few days after the last quarter is next best. Six rows of potatoes were included in my garden plan and two days before the full moon smiled broadly, in went five of them. Six days later, in went the sixth—under exactly the same conditions as the others *except* for date of planting. Well, right at the start I noticed that the plants in the five 'favored' rows were six to nine inches above ground before those in the last row (planted only six days later) broke through. Various things distracted me so I made no further comparisons until harvest time, but THEN . . . I measured the yield of two adjoining 50-ft. rows. The potatoes from one of them only half filled a bushel basket and were mostly the size of walnuts; those from the other row were big, fine, tubers and there were enough to fill the basket heaping full. And the record showed that the last row dug had been planted *before the full moon;* the adjoining row that produced half as many, much smaller potatoes, had been planted *after* the full moon! I can't explain it. But, I no longer ignore it."

In 1707, Pierre Vallemont described in detail various "Curiosities of Nature and Art in Husbandry and Gardening" including ways to "resuscitate flowers in phantom form" by treating ground-up seed with "dew of the night" and other agents. All nonsense, no doubt. But would it have sounded any less preposterous if he had said that, by dipping cuttings in a magic powder or soaking them in a secret solution, he could make them take root and grow in a fraction of the normal time required? Yet that is just what we gardeners do when we use the root-stimulating hormone preparations that science has given us. With all their weird ideas, the ancients never imagined many things that modern botanists know about—such as the mysterious, microscopic chromosomes that determine plant characters. Would they have believed that treating seeds with a drug (colchicine) extracted from the humble autumn crocus would so break up and rearrange the chromosomes as to give rise to a new plant variety, larger, more double, or otherwise different? Yet that is how the new marigold, Tetra, was made.

Scientists have grown experimental plants in nutrient solutions for a century, but how the pioneers would open their eyes at a modern greenhouse full of carnations thriving in benches of gravel or cinders with merely periodic floodings; or at the compact little house-plant containers in which a food solution in the lower compartment is fed through a porous clay wick to the roots growing in clear sand in the upper section. Not so many years ago, even the milder claims now made for Vitamin B_1 as a plant stimulant would have been called magic instead of, as we see them, revelations of new scientific knowledge, to be not feared or propitiated but explored, tested, utilized. The field is still experimental, and those who have studied it most are still unwilling to say how the strange subject should be used in gardening and what may be expected of it. But it seems clear that the careful use, according to directions, of vitamin preparations made by reliable concerns can add to the fun of gardening, is unlikely to harm any plant, and may result in improvement and benefit. So, gardeners, keep an open, inquiring mind regarding new discoveries and theories in the field of plant culture and plant behavior. What seems fantastic today, may become proved reality tomorrow. We cannot say what Nature can or cannot do; what may happen if we give her a hand or ignore her driving rules. But we *can* make the most of the privilege of working with her.





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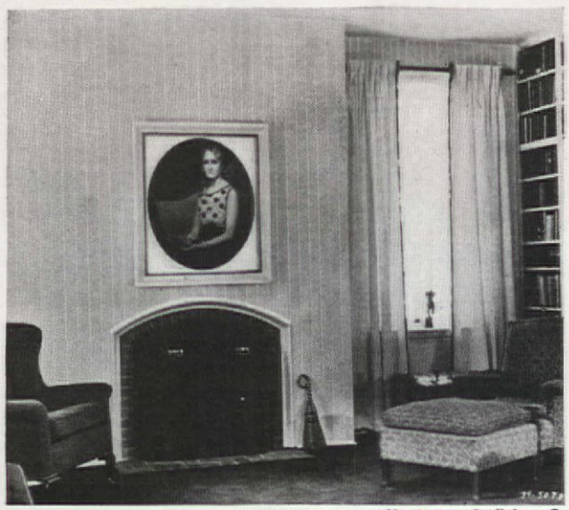
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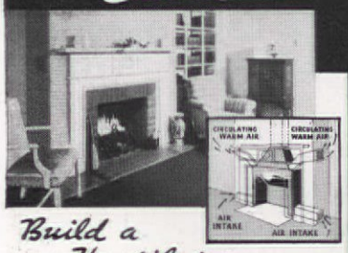


Kaufmann & Fabry Co.

IT IS not enough to be satisfied with a merely appropriate fireplace, and it is still worse to top off the mantel shelf with the proverbial, uninteresting clock and pair of candlesticks. If you want to make your living room fireplace the important "focal point" the decorators are always talking about, better not start with a nondescript little job. It might help keep you warm in winter and undoubtedly would be a fine place for the children's marshmallow roasts, but nothing in the whole wide world would ever make it a distinguished architectural feature.

That there are really beautiful fireplaces is proved by the ones shown on these pages. We've been collecting them for months (they do *not*

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Make Logs Burn Better— Help Correct Smoky Fireplaces— Simplify Laying of Fire

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Three lengths—15", 18" and 24". Leg height—4½". Special 6" legs, at slightly higher *cost. Fire Dogs stand behind andirons, straddling bar. Unbreakable. Guaranteed forever.

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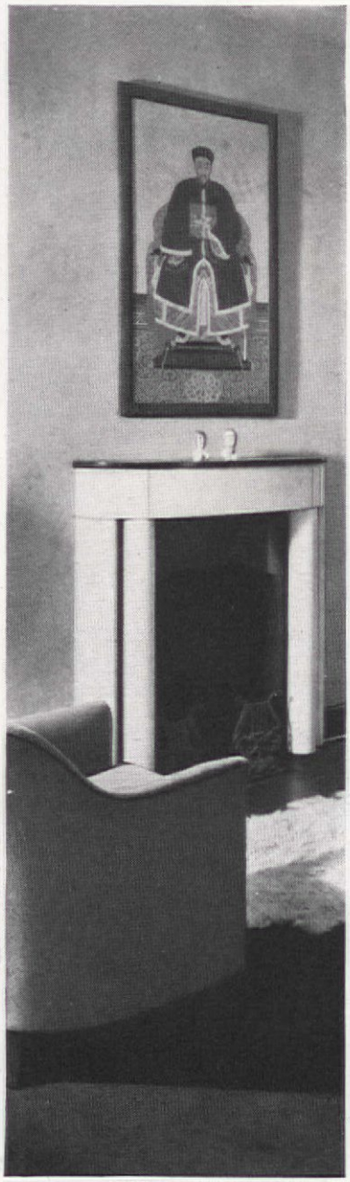
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come in every morning's mail) and feel well rewarded for the search. Not a commonplace one in the bunch! Attention to detail, good proportion, originality and suitability are what make them really outstanding.

On page 32 is a very unusual fireplace, elliptical in shape. It is in the California ranch house of Mr. and Mrs. Henry Blanke, and

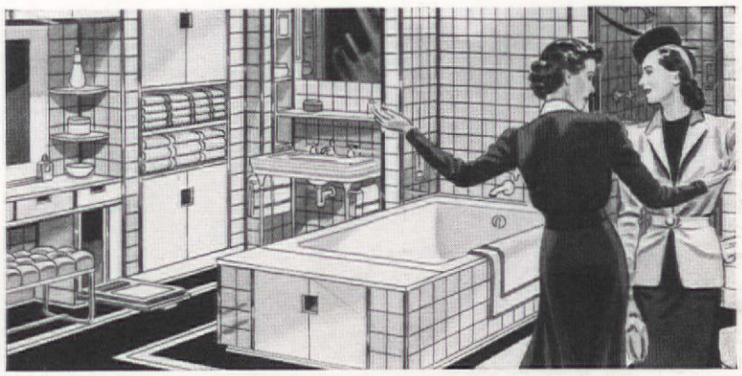


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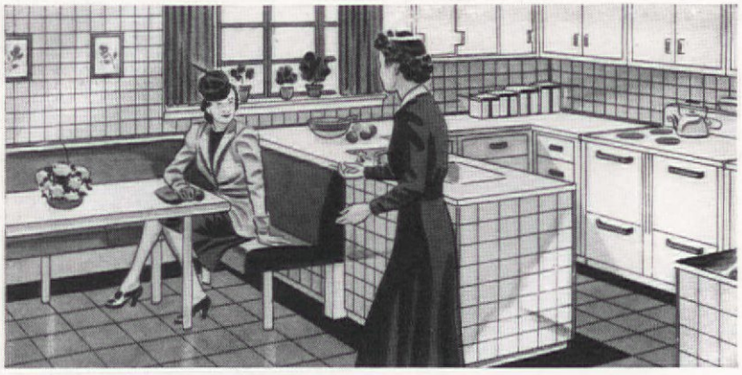
is exactly right for this informal style of architecture. The paneled wall makes an interesting background. The built-in shelves and cupboard on one side balance the door on the other, besides providing excellent storage space for magazines, books, and games to be enjoyed before a roaring fire.

Quite different is the one shown below it, in Grant Wood's remodeled house in Iowa City. This fireplace is completely simple and without a mantel shelf for good reason: attention is centered on one of the artist's paintings. To further the effect, the picture frame is similar to that around the fireplace opening. The wall

"I'm going to make Ted eat his hat!"



He said he would—if I could show him how we could afford a smart up-to-date bathroom and a new kitchen on *our* budget. Ted's pretty skeptical, you know, and he didn't think it could be done. But I'd been reading about a marvelous new material called Masonite Presdwood Temprtile. And here are the results! Just look at all the clever stunts we made it perform.



You see, Presdwood Temprtile is an all-wood board, with a marble-smooth, grooved surface, that can be cut to fit all sorts of odd-shaped spaces. It's so easy to handle that a carpenter can install it. Here in my kitchen I have Presdwood Temprtile walls painted white with black striping. They're a joy to keep clean—just an occasional wipe with a damp cloth.



And here's what we were able to do with the powder room using Presdwood Temprtile, and Tempered Presdwood to sparkle up the walls. They're splendid materials to use wherever there's apt to be moisture, because they won't warp, split, chip or crack when properly applied, and there's no breakage. And another grand thing about them . . . they're permanent!

Why don't YOU learn about the dollar-saving features of Masonite Presdwood Temprtile — for both building and remodeling? Just sign your name and address and send the coupon below for a liberal FREE sample.

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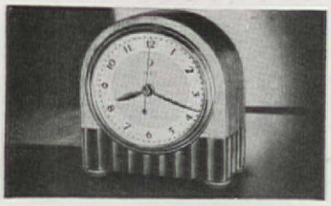
"Ssssh, sister's asleep"



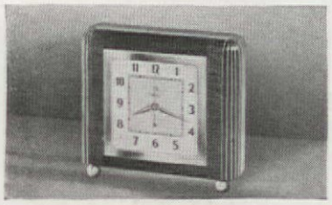
"It's 3:30 by the Telechron electric clock in the living room, and that means that my little sister is taking her nap. When we had those old clocks, I never knew what time it was, so I got scolded for being noisy. But with a Telechron in every room, we have the same time all through the house."



STEWARDESS, an attractive clock for the kitchen or bathroom wall, comes in a variety of colors — chrome with ivory, green, black, white, red, or all chrome. Priced at **$4.95.** Telechron clocks, priced from $2.95 to $17.50, are sold by leading dealers throughout the country.



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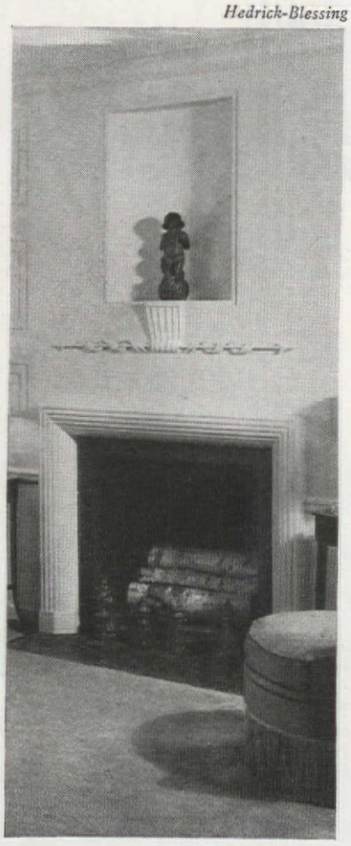
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IN CANADA: THE CANADIAN GENERAL ELECTRIC CO.
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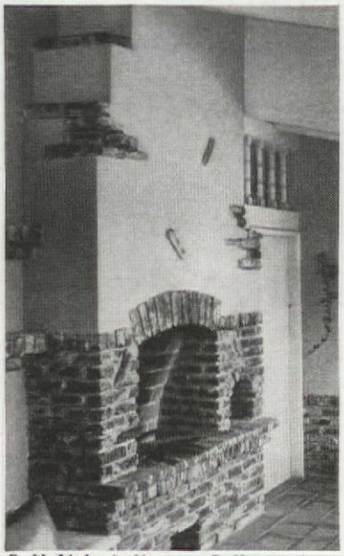
behind it is of wood fiber board, V-grooved at three-inch intervals and painted white.

If you have never seen a window in a fireplace, look at the top of page 35. Curtained, too! It belongs in the California farmhouse of Mr. and Mrs. Welton Becket, and is charmingly suitable for the rustic atmosphere. The fireplace is

Hedrick-Blessing



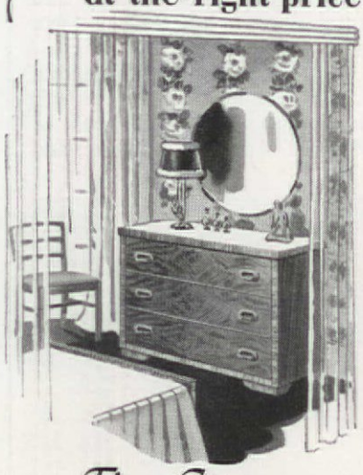
Ernest Graham



R. M. Little, Arch't. *R. Hansen, Assoc.*

of stone, large enough for a chair as well as wood, hearth broom, and kettle. Just as interesting, and perhaps more unusual, is the decorative treatment of the wide mantel shelf. It extends out on the left side, below which is a pair of small, square pictures. And notice the unconventional but perfectly balanced arrangement of clock, several plates, high pitcher, and low tea pot on the mantel shelf.

Smartness at the right price



The Sonata

So smartly Modern! So cleverly designed to fit into your home! The Sonata all-walnut bedroom suite — available either in beautifully figured butt walnut or V-matched striped walnut fronts — is just one of many beautiful Modern and traditional Kent-Coffey bedroom creations which are moderately priced and most appealing.

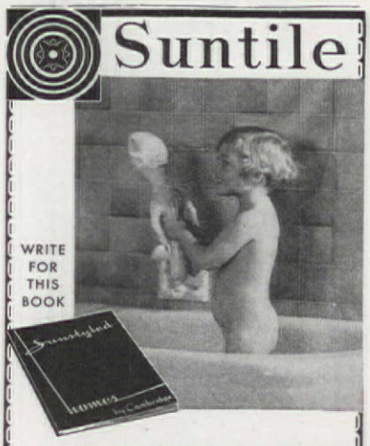
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Suntile



..I'M GROWED UP NOW

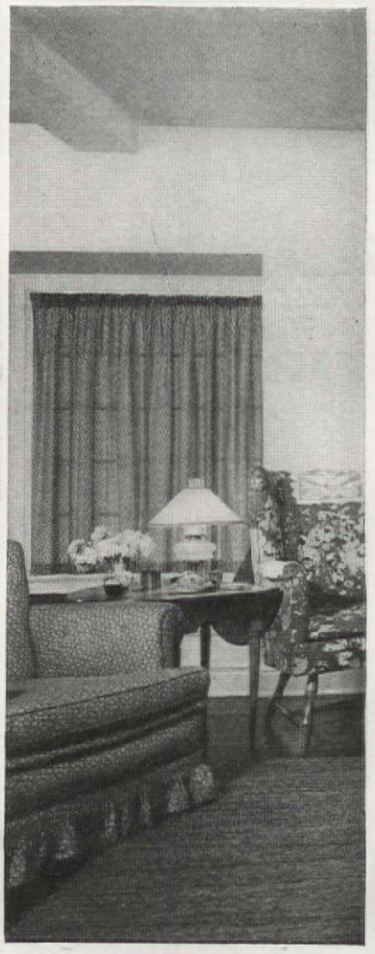
Mom used to give me all my baths. But that was before we had a Suntile bathroom. Now I take my own baths and when I'm finished, there's more water on the floor than in the tub. But Mom just laughs about it now. She says that real clay Suntile is no trouble at all to clean, and the hundreds of color balanced combinations gave her a chance to express her own individuality — whatever that means. Well, I like it, Mom loves it, and all our visitors rave about it, so I guess everybody likes Suntile. There must be a reason. Write today for this book in color and the name of your nearest Suntile Dealer.

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Gentlemen: Enclosed find 10c (stamps or coin) for which send me copy of "Sunstyled Homes." A-11

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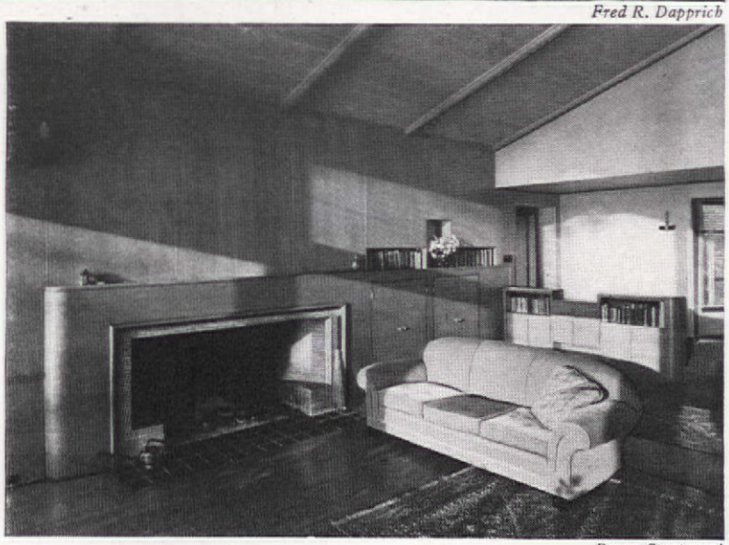
A good example of simplified Regency is shown on page 33. The shelf is slightly rounded, supported by round columns. The plain, painted wall makes an effective background for the large Chinese ancestor portrait. A pair of small figurines on the mantel shelf break what might have been a too chaste curve. The furniture in this attractive Chicago living room of architect Philip Maher



Chicago Architectural Photographing Co.



Fred R. Dapprich



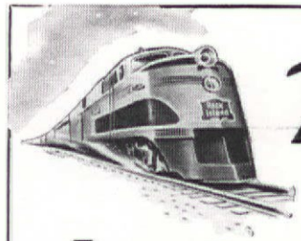
Roger Sturtevant

is appropriately simple and distinguished, but quite formal in line.

It is not easy to find as distinguished a modern fireplace as the white one with recessed opening and grooved mantel shelf. The plain mirror, neatly applied to the wall, is perfect to reflect and display to advantage the two graceful figurines. On either side of the fireplace are long cabinets, and circular sofas make a smart grouping before it.

In another gracious Chicago living room is the simple, stylized 18th century fireplace shown on page 34. The niche in the wall above it was specially planned for a choice piece of sculpture. It is in the home of Mr. Paul Kuhn, decorated by Marshall Field & Co.

Two unusually useful and appropriate fireplaces are shown on page 34 and above. The English grill, on the porch of the Howard Hook house in Fort Lauderdale, Florida, fits perfectly into southern outdoor entertaining—steaks and all. It also is an inviting spot for friendly gatherings on chilly evenings. A very beautiful, simple modern fireplace is in the Romig Fuller house in California. Special thin bricks make a decorative facing, and the redwood paneling gives a clean sweep to the room. To provide useful storage space, and also to add interest and weight to the fireplace, there are built-in cabinets at one side. These are similar in design to the modern cabinets at one end of the room.



Take a Tip

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The extra comfort of a KIMSUL-insulated house—warmer in winter, cooler in summer—is easy to have, because KIMSUL is so efficient it can pay for itself in savings on fuel in any properly constructed house.

You're sure of *lasting* comfort with KIMSUL, because KIMSUL is made of the same material used in your house. KIMSUL is wood transformed by the magic of modern chemistry into insulation highly resistant to fire and moisture, and is one of the most efficient, lasting, and safest insulations available. Mail coupon to find out how much *more* KIMSUL does for the money.

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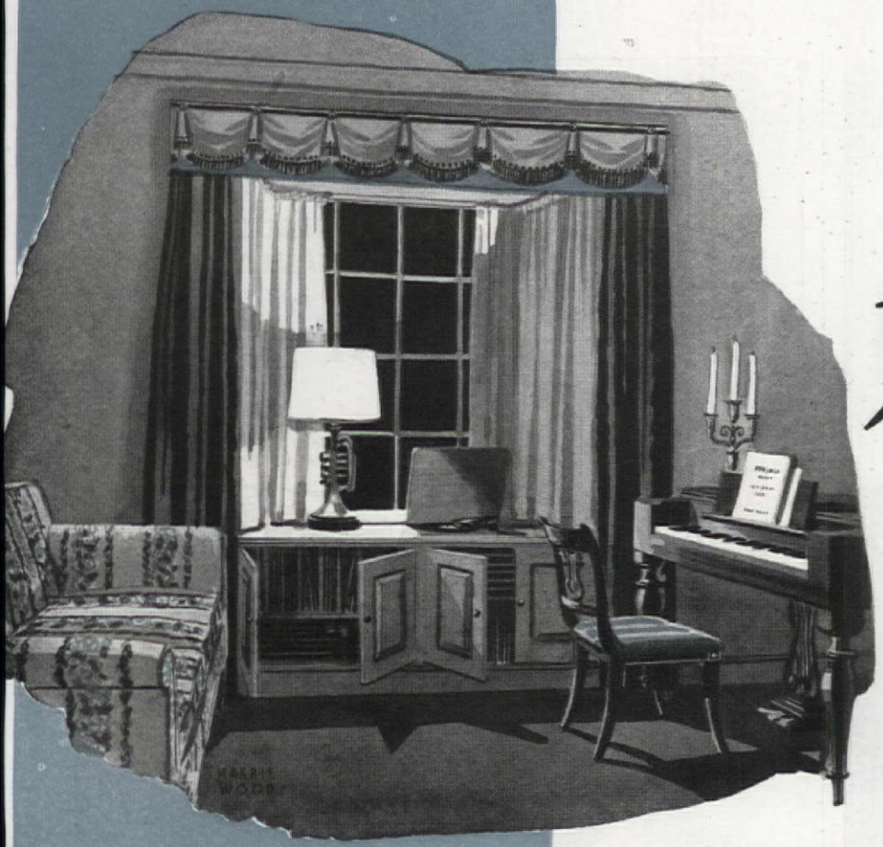


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After you what do

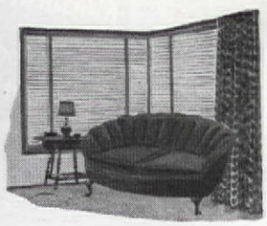
WELL what? Just let it sit like a wart on the side of your room? Think and speak of it as "The Bay," just as though it were Alcatraz and once you got in it took a sympathy campaign to release you into the outside world again? Why isn't a bay window a part of the room? Why let yourself be driven to distraction over the very simple fact of furnishing a bay, even if you want to accentuate the fact that it will add light and space, at least a feeling of space, if it is only three feet. It is all in the family, like the back of the neck, and no special password is needed to enter. What, for mercy's sake, is so darned difficult about a nice direct and simple thing like adding a bay to your room just because you think it is jolly and you need the light, or because you have a magnificent view and want to make it important or—well, or just because you like bay windows? We personally think that it is one of the grandest little tricks that an architect can pull out of his hat for you, and that it should be treated with grateful respect, not, perish the thought, with fear and trembling.

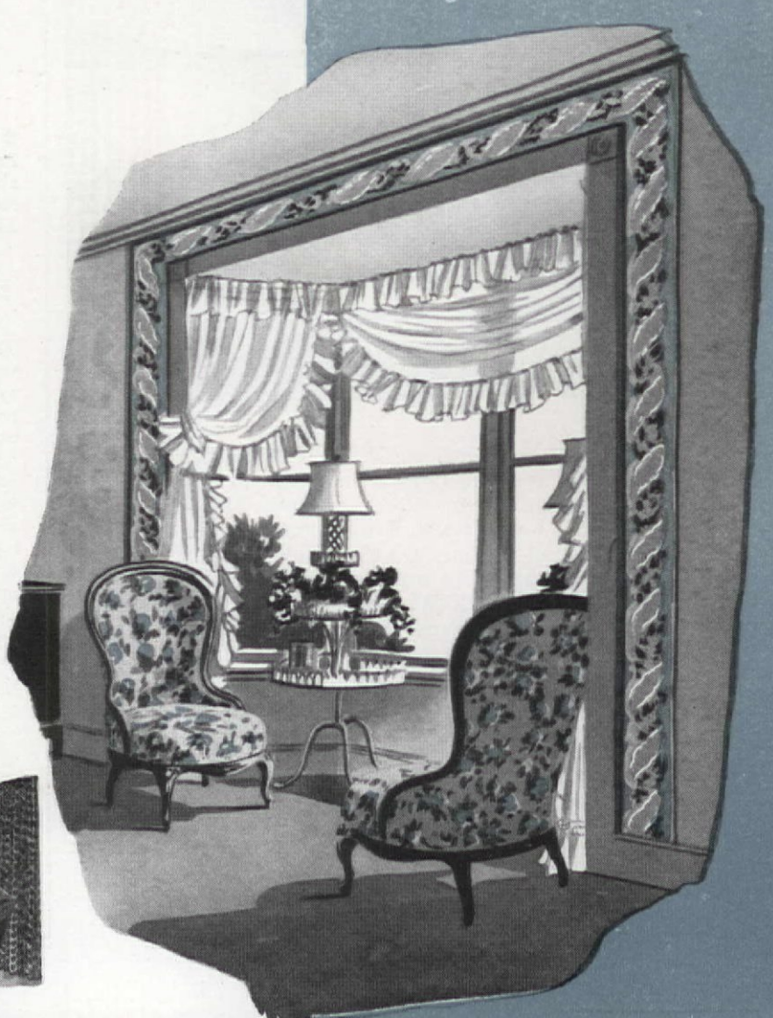
When it comes to curtaining a bay, what happens to most people's common sense? It isn't just a vacation it takes, but a complete leave of absence that goes on forever. It is not, after all, the rotunda of the nation's capitol that you are curtaining; just hang 'em up and stop fuming. Once they are up, if you don't like them there is no particular statute to prevent your taking them down and trying again.

A bay window, is, as we have remarked before and expect to again, nothing more than extra space, after all. Use it, incorporate it into the rest of the house and family life, though, and don't act as though you had to pass a sentry box to get into that little sacrosanct stretch of no more than three or four feet.

For example, there is no better spot possible to make into a sort of music section of your house, if you are not going in for a mansion with a hundred and twenty-seven rooms and forty baths, a ballroom and chamber music gallery. Put the piano in the bay itself, or better still, just to one side, and then in and under a specially built window seat cabinet arrangement have your radio and an electric record player with a place to keep all the single records that you can never resist and don't know what in the world to do with after the pile on the radiator by the record player has grown precariously high. If you're not in the mood for music, you can shut the whole works up, sit on the cupboards like a window seat and munch apples if you like, and still the bay is not a little remote leper colony; it is a part of the room, because it is decorated to match, so to speak.

You can mark it off apart from the room as much as you like as long as you don't make it a forbidding and remote section. Suppose you have always in your secret heart dreamed of a conservatory where you could wander after dinner with a fan and the scent of roses or something in the Victorian manner. Treat yourself to a little stage setting for this fond dream; do a slightly Victorian job, one that is still not completely divorced from the rest of the house and yet has a practical side to its charm. A pair of very simple Victorian chairs upholstered in a fine garden chintz will set the pace. Then put all the plants in their nice terra cotta pots on fancy plant stands in the bay itself. It becomes a separate place by virtue of the two little chairs sitting at the outer edge, and yet because it has green things, and





build it— you do with it!





Or would you rather have it look like Little America?

once in a blue moon flowers actually bloom, it becomes that peak of good decorating, the bright focal point of the room, while still retaining its faintly remote and inviting air, set off by a border all around the edge.

Or if you like it better, you can make your bay a distinctly conversation piece, a place definitely designed to sit in and talk or indulge in that almost forgotten art of reading, or for playing a game of checkers or bezique while the rest of the room goes on with its own affairs undisturbed and, what is more, undisturbing. Let it be the Glass of Fashion to the rest of your room. You can really have a fling at high style without fear of seeming to be attempting to outdo the rest of the community. It is so little, who is to care if you want striped chairs there with a rather formal little table to hold a lamp primly equidistant from them. If you have six other windows in the room, but plan all the curtaining around the bay windows, so that there your whole decorating scheme—which may have been nothing in particular up to now—reaches its finest flowering and by the excellence of its style, the perfection of its proportions, becomes Regency or Empire or whatever, then there is no other place in your entire house that will capture the feeling of just-rightness so well or hold it so long.

You don't have to retire to the past to do right by bay windows, either. They are as functional and can be as streamlined as the most modern thing in a house that is so new you are fairly breathless trying to catch up. You can really have fun with the modern treatment of so traditional a thing as a bay window, and while perhaps the arrangement that we show you is not the most startling in the world, it is adapted to today's needs and as practical as a sou'wester in a driving rain. Turn your desk out into the room; it takes less wall space and gets the light at the angle upheld by specialists in the field. Nothing more than sense, really, which in the last analysis is what good modern is all the time. And the barren quality that is the saving grace of decorating any small space never could show off to better advantage than in a bay, which at best is not mammoth in tangible size.



Perhaps you have gathered by this time that we do not think you ever should be content to build a bay window and then just fill it up with whatever doesn't look too well in the rest of the room, because it won't show much in the bay and besides no one uses it much—"though it does make the room seem much larger." Do you know that in huge apartment houses in big cities those little scraps of extra space that people elsewhere are so cavalier about cost you a fortune? If you have built one more for the outside of the house than the in, or because it happened to be on the plan, or it looked like a good idea to break the line of that long wall right there, you ought to be ashamed of yourself. You are missing the treat of your room and a grand chance to do that little daring something the next time you do ANYTHING at all to your house. There is the very place for that wallpaper you have always wished to Pete you could somehow afford. Put it in your bay window where it will be the jewel in your decorating crown. Maybe you think that the proper use of a bay window is an art that is beyond you. Well, it certainly won't hurt one little bit to try.



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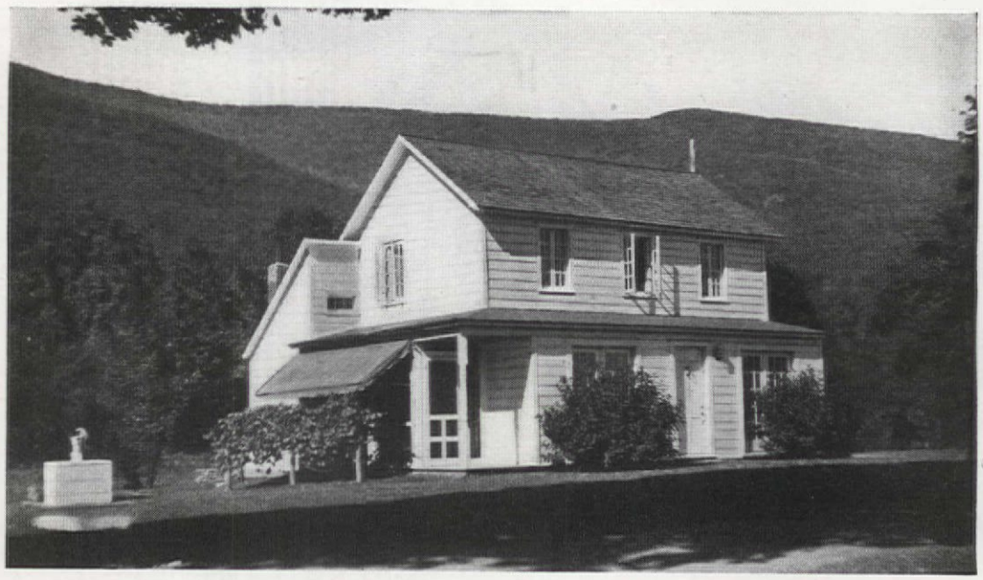
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A Few "touches" improve a COUNTRY

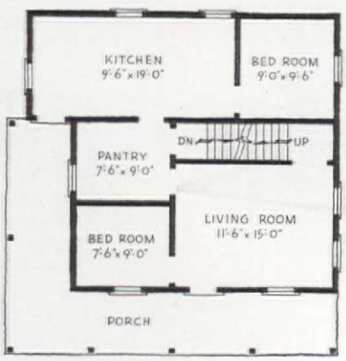




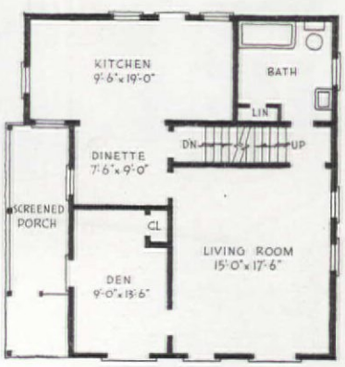
Three stages in the life of the forlorn little country house which Ri Bell and Crawford Ferguson rescued and made into a comfortable dwelling

LOTS and lots of things are nice about the country besides the birds, bees, flowers, and well-known fresh air. But there's a sort of "country cousin" type of house with nasty small rooms, no closet space, no bathing facilities, or inside water supply which isn't one of them. It doesn't have rural quaintness or charm on the exterior, either, to make you forget its discomforts. It takes considerable perception to "take on" such a house but that's what these two girls did with this shingled house at Palenville, in upstate New York. They succeeded, too, not only in making it comfortable but in giving it a definitely attractive character.

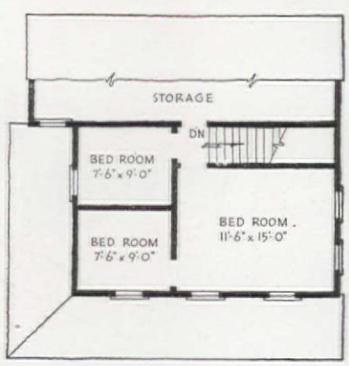
The remodeling took considerably more than a "lick and a promise," needless to say. The lick part of it was confined to the paint job, which was one touch which transformed the whole appearance of the place amazingly. The house got much more than a promise, too, because a number of definite changes were involved in bringing it up to snuff. First of all, some partitions were ripped out completely, the one between the original kitchen and the old dark pantry on the first floor, the one between the two small bedrooms on the upper floor. The pantry became a bright new dinette and one good-size bedroom was made out of the two small second-floor rooms. The most important change in rooms, however, was the tearing out of the first-story front wall. The space which had been an open porch originally, later a screened porch, was walled in, doubling the size of the living room and adding space for a new den. Full-length glass doors were put in this wall on either side of a new front doorway. The result of "pushing out" the front wall like this was a large, light living room finished in plywood paneling and with exposed ceiling beams waxed to a natural finish.



1st Floor—Before



1st Floor—After



2nd Floor—Before

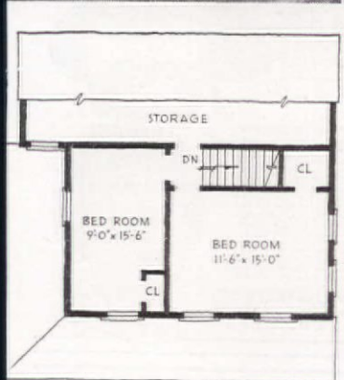
Keeping the old kitchen to its generous original size and adding a dinette made this section of the house an important part of the living quarters, particularly since a wide French door was installed leading to a delightful, tree-shaded stone terrace at the back of the house. A new window and the kitchen sink were put in where the old kitchen door was and the side porch was screened in. The remaining improvement on the first floor was the new bathroom at the back, something the house had lacked completely. A new electric pump in the cellar supplies water to both kitchen and bath, a welcome improvement over trips to the outside pump. Wall insulation and new closets, more conveniences unknown to the original house, completed the

HOUSE

improvements and were especially welcome in the bedrooms upstairs. A great deal of work was done to reclaim the acre of ground around the house which was almost a jungle.







2nd Floor—After

"John thinks I'm Okeh!"



WE HAD A FIRE in our house . . . and I can't say that it was any fun. The house was a mess, and many things were ruined. No one was hurt, fortunately, and insurance paid for everything. But that's quite a story!

We'd been buying insurance, a little at a time, ever since we were married. I wasn't entirely sure what protection we had—and what we needed. So I had sent for a book called the RISK DETECTOR. It helped to point out dangers which we might have overlooked. It was the first step in getting protection that really fits our needs. John admits that book helped us save a lot of money—and *I* get the credit!

★ ★

INSURE THE American WAY

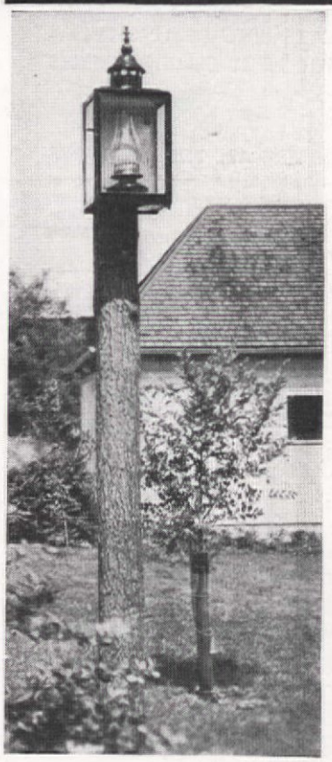
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I rummaged around in several antique shops and finally came upon the right lamp. It is painted aluminum inside and black outside, and cost less than a dollar. I wired and mounted it on a tall, sturdy post cut from a near-by woodlot. And I've never seen a more perfect light to guide you to a country house! It always works, can be seen from quite a distance, and is appropriately rustic for its country setting.

F. H. BETTS





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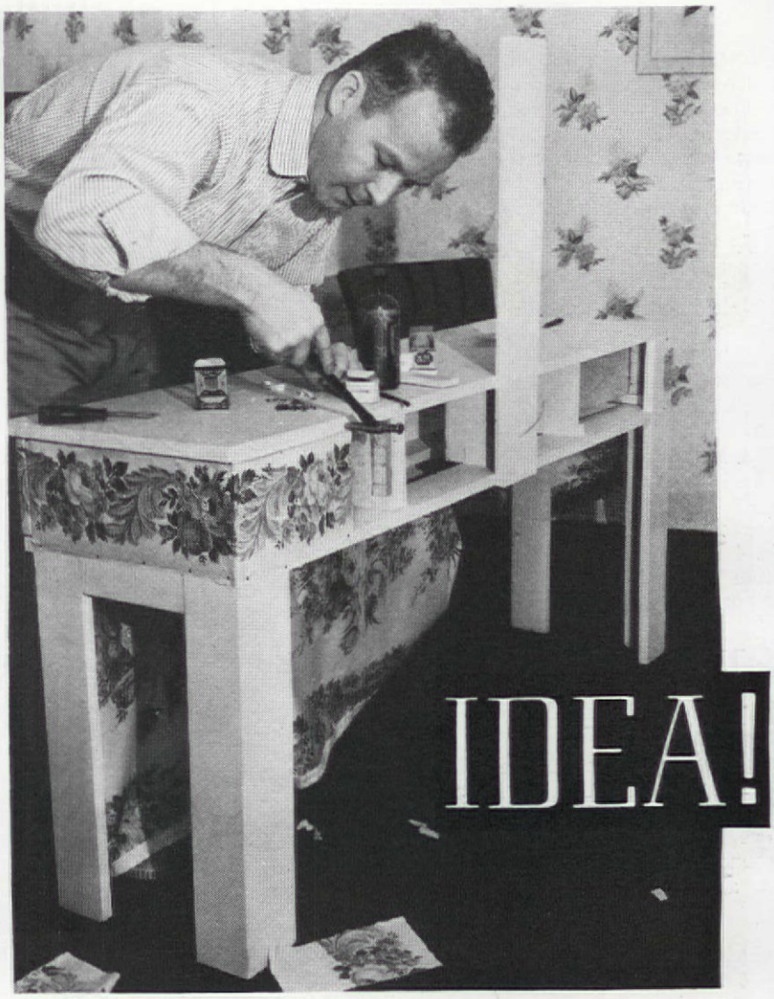
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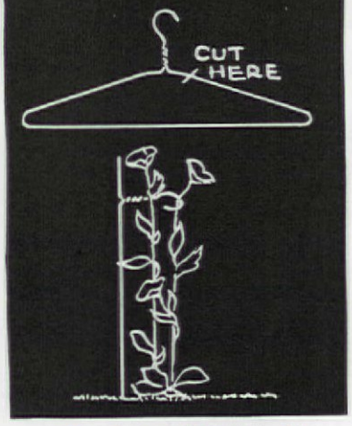
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IDEA!



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ADDRESS_____

BOUDOIR OVER RADIATOR! That's an idea you're not so liable to have had, if ugly radiators are the problems they're supposed to be. We had such a long one in our bedroom that it called for something pretty fancy in the way of camouflage. My wife started me thinking when she announced that she *had* to have a big dressing table; before long I was struggling with screws, lumber, and flowered cretonne. The final result is a 50" table, complete with drawers and skirt.

Cheap white ¾" pine is the most practical wood. I used 4" x 28" legs, screwed to the ends of 4" x 46½" cross-pieces. The 21" center section of the front crosspiece is recessed about 2½", with 14" wide drawers on each side. The top is of two pieces of 8" x 50" pine screwed to the uprights with 1¼" flathead screws, countersunk and covered with putty or plastic wood. These top pieces need not be glued or fastened together, but it is advisable to fill in the seam unless the top



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J. JULIUS FANTA

is to be cloth or mirror covered.

Drawer sides are made of 5" wide pieces. The front panels protrude a half inch or so over the sides and bottoms to check the drawers when closing. Secure the bottoms to the frames with 1" wire brads. Screw the front panels to the butt ends of the sides, countersinking the screwheads, which are completely concealed by the fabric covering.

The mirror support is of ¾" x 5"



pine, fastened as shown in the photograph on the opposite page. A 2" x 9" strip of wood across the upright support steadies the mirror sufficiently.

After sandpapering the entire table thoroughly, give it a thin coat of white shellac. Use a very fine grade of sandpaper on the shellac finish before applying a coat of flat white paint.

You can make the dressing table fluffy or tailored, depending on the skirt. We used a colorfully patterned cretonne. Get two yards of material 36" wide. This width allows for cutting off a 9" border panel to cover the sides, front, and drawer panels. Tuck under the edges of the fabric before tacking, using small copper carpet tacks. The skirt is tacked to the front cross-piece, and overlaps the edge of the upper fabric panel. Corners of the skirt may be pleated, as shown, with 3" deep pleats. Cover the top with fabric tacked to the undersides, or with a sheet of plate glass cut to fit—either is very attractive.

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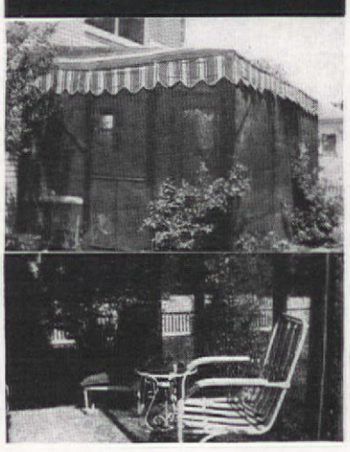
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IDEA!



MRS. JOHN R. BUNN

We live in a mosquito infested country. For any enjoyment of the summer we needed a screened-in porch. Not being able to find one, we merely added one to our rented house, one that could be moved when we moved. This 9 x 12 screened-room cost $16.93. The children did the painting, my husband the carpenter work, and I made the awning!

IDEA!



Corncrib Club for 35 cents

ARTHUR B. REED

Four little girls designed the Corncrib Club, which resembles an old-fashioned corncrib despite the windows, door, and Dinty Moore chimney sketched in by one of the young artists. Constructed with a total expenditure of thirty-five cents and the use of three tools—a saw, hammer, and butcher knife—it satisfies the fondest dreams of the young club members.



Don't Look Now—He's Actually Smiling!

● It's morning—the *first* morning after sleep on that new mattress. Where's the deep frown and curt greeting to which you've grown accustomed? Gone! Restorative sleep has replaced them with a heart-warming smile.

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A common cause of restless sleep and morning after-effects can be overcome. Mattresses built around innersprings hand-woven by Owen promote relaxation as nature requires. More than the usual number of spring spirals are used, and they are all *interlocked* to provide resilient flexibility and insure full sleep comfort.

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Be Corner-wise not "Catty-wise"!





Dutch Woodcraft



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Charles R. Sligh

YOU know that furniture placed catercorner looks as careless and disorderly as a ship's cabin on a stormy day, and is in bad taste because it has no relation to the lines of the room. And we *hope* you've noticed that four empty corners per room are just that much waste space. What are you going to do about it?

The most obvious solution is furniture made especially to fit into corners. You will find graceful little tables, hanging shelves, corner cupboards, even corner desks and breakfronts. Practically in the same class are round pieces, most decorative of which is the tier table for displaying plants and choice art objects. A really handsome desk is the round one shown above, ready to make any corner the most important spot in the room. It is of mahogany with a very attractive leather top.

If you don't want to spend more than a few dollars, try pots of ivy on wall brackets. Put two, one above the other, on one wall, and just one opposite them to make an interesting balance. A plant stand is another good, inexpensive idea, as are some of the new, decorative tables that hold books or interesting pieces from your prize collection.

A studio couch is always useful for short naps and visiting relatives, and if you've never tried one in a corner, hurry up and do so! We fixed ours up with smart, boxy, button-tufted pillows, and on the wall above it put a shelf for books and a radio. This shelf could easily be made by the local carpenter, or by your husband if he is handy with hammer and nails.

Of course you don't have to fill every bit of every corner. Naturally you want some quiet

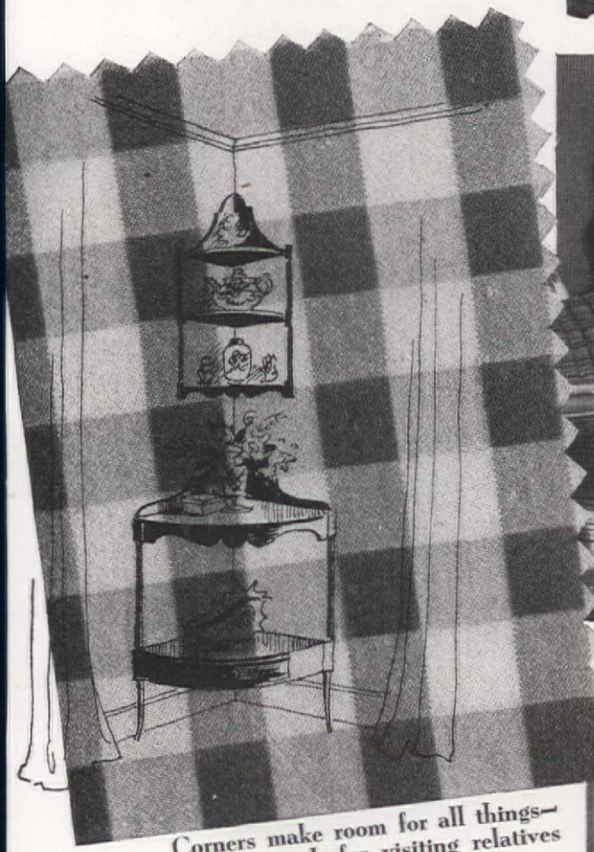


spaces or your room will be too, too cluttered. And whatever you do put into the corners should have some relation to the other things in the room. Naturally, if there is a table or desk *near* the corner, you don't want another one *in* the corner. Instead, try something on the walls, like the little pots of ivy in wall brackets which we mentioned, or pictures in the same arrangement, or a small mirror instead of the two ivy pots.

At any rate, try to make your corners part of your rooms, and not poor forlorn orphans.



Drexel



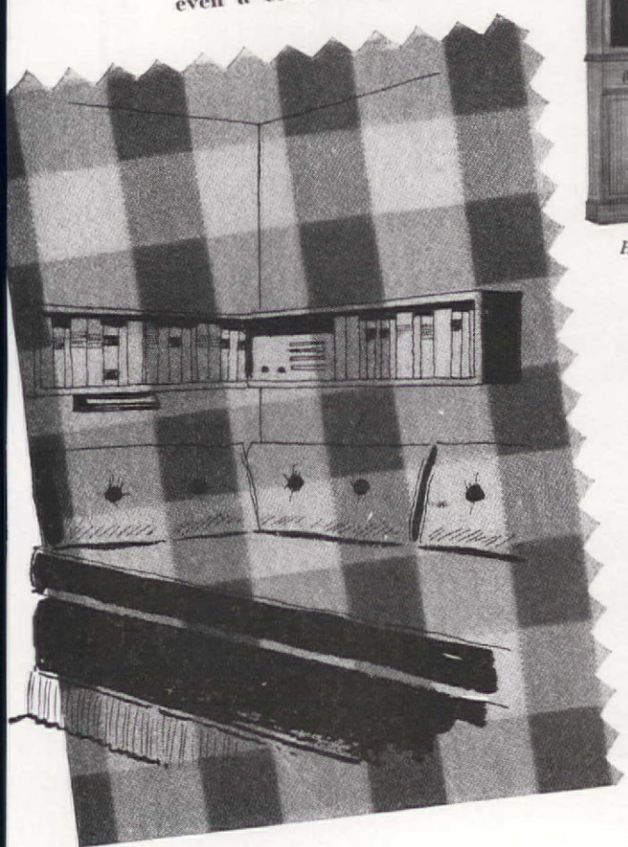
Corners make room for all things—even a couch for visiting relatives



W. F. Whitney

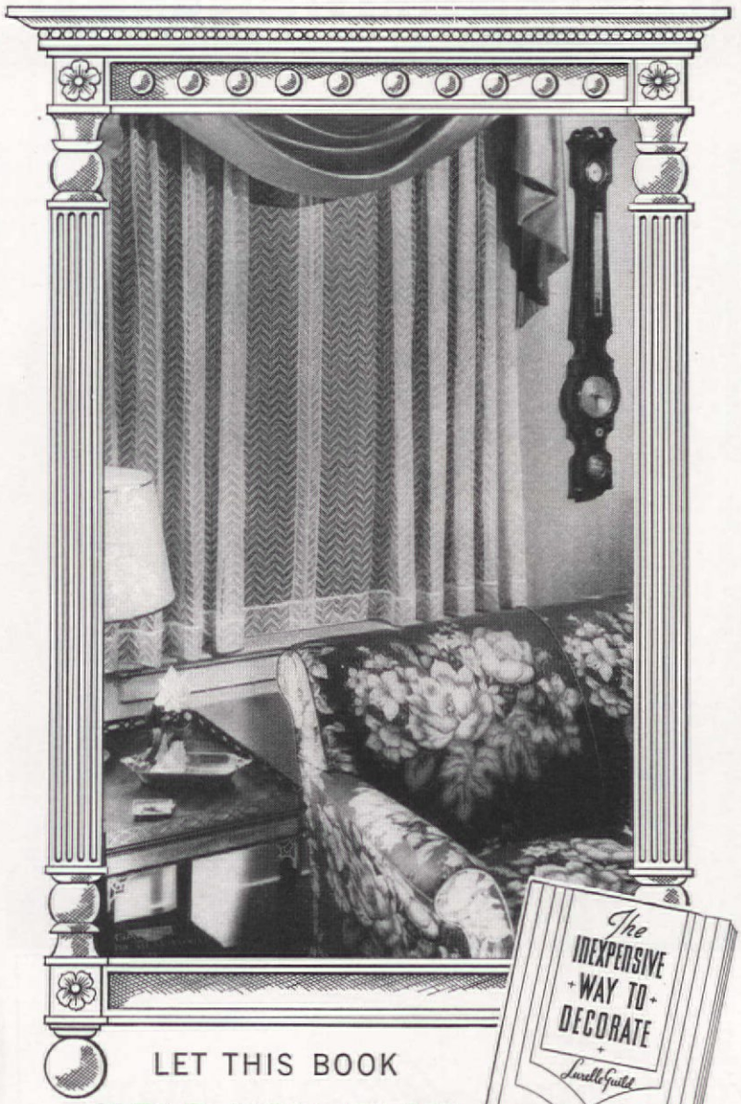


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Imperial



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After all, nothing else is so *instantly effective*, costs less, causes less bother than lovely lace net curtains.

This year's net curtains are exquisite and Scranton's Craft-spun* Curtains—*the net of them all*. All are beautifully tailored with matched hems and ready-to-hang. Since they are woven *for added strength* exclusively of 2- and 3-ply threads, they will wear and launder marvelously. And their cost is amazingly low.

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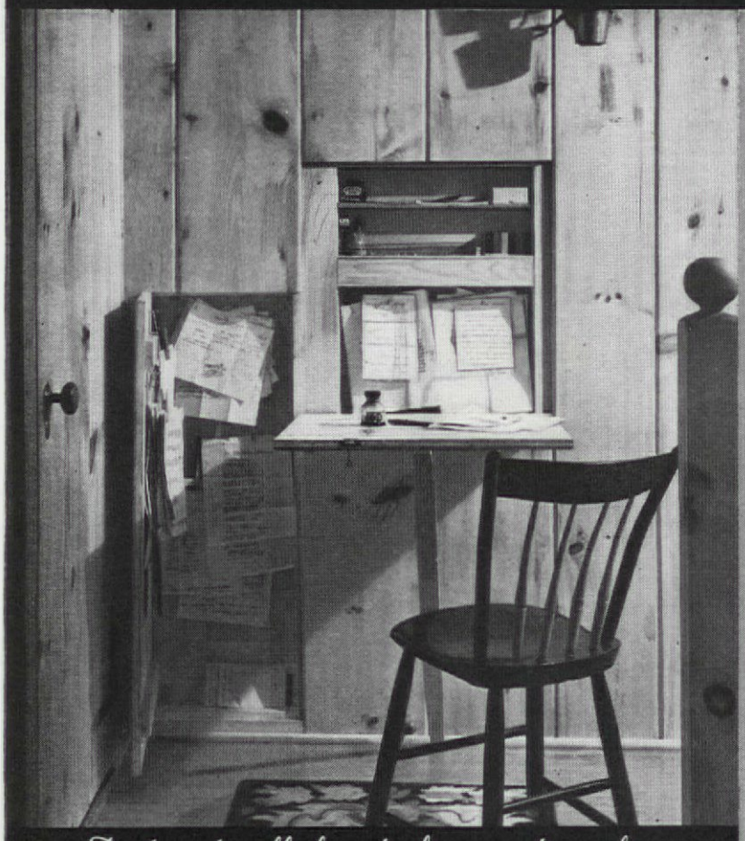
Scranton Lace Company, 410 Glen St., Scranton, Pa. I enclose 10 cents for my copy of "The Inexpensive Way To Decorate," fully illustrated.

Name_____

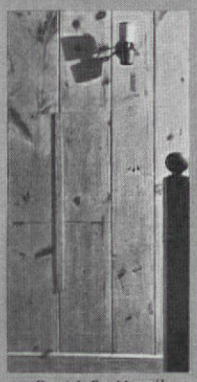
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MALE QUARTERS: A DEPARTMENT



Desk and wall closet built in wood paneling



Daniel R. Merrill

WE WANT these two pages to aid all those guys who want to be a help around the house, who like to build things for their own amazement, or can't leave alone that half can of paint in the cellar.

The first idea, the folding wall desk and file, is handsome as well as sound. It's intended for a wood-paneled wall and makes use of space ordinarily wasted back of the paneling. The desk shelf itself is a piece of the knotty pine wall, about thirty inches high and twenty-four inches wide. It's hinged at the bottom and lets down to form a writing shelf located approximately thirty inches from the floor level. Edges are carefully beveled to match the V-grooved board paneling and a single wood batten strip, fastened on the front, acts as a handle for pulling the desk shelf down and as a support or brace when the shelf is open. A single catch, worked by a small chain, holds the shelf tightly closed when it's up.

The empty space between the wall studs, about two inches deep, is storage space for ink, stamps, mucilage, rulers, pencils, and pens; correspondence and bills are conveniently stuck onto two hooks. This space is divided into two small shelves, a tiny drawer, and room for bill files. Wood backing sets them off neatly. The adjoining closet, for accumulated correspondence and bills, has a door cut right from the boards and held together with two battens across the back. The closet goes pretty nearly to the floor, is hinged at the sides, and is finished inside. This desk shelf is good in a hall, for pine paneling adjoining a fireplace or wood paneling on a kitchen wall; the closet idea could be worked out for a fireplace wood closet if sufficient wall depth was available.—DANIEL REYNOLDS MERRILL

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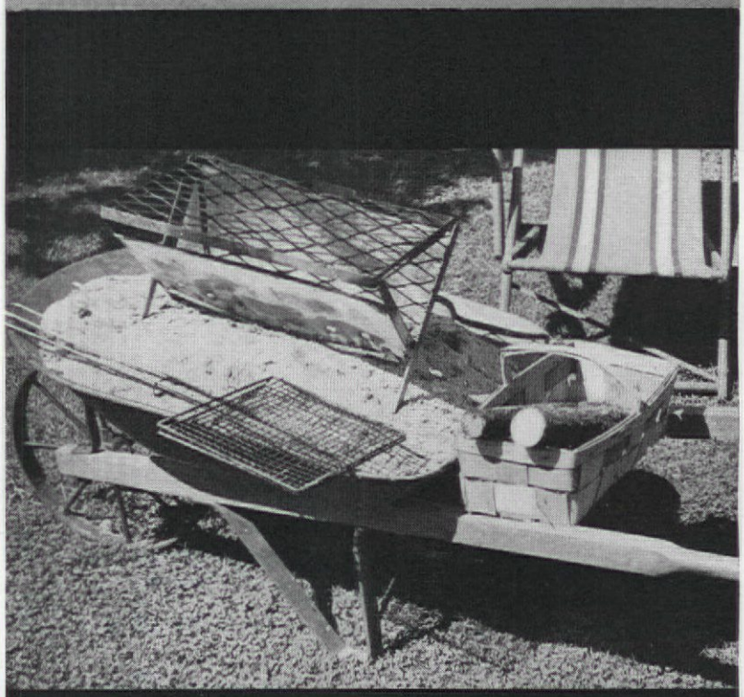
SAYBROOK

Saybrook . . . this Seth Thomas Electric Clock has a rich brown mahogany case and base of natural light mahogany, brass feet. Strikes hours and half hours. Self-starting? Of course, like all Seth Thomas Electrics $15

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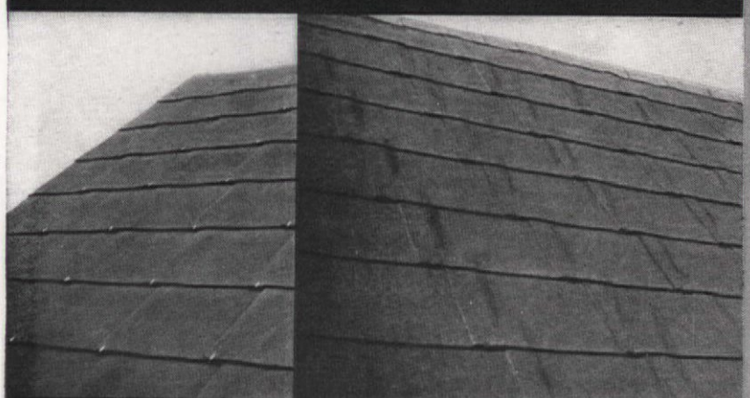


Wheelbarrow filled with sand provides a temporary barbecue for the back yard

FOR AND BY MEN EXCLUSIVELY



Lath strips on old shingles provide sound base



for new asbestos shingle roof

IN REMODELING an old house we hit on a satisfactory scheme for laying a new shingle roof over an old one. The original roof was covered with an excellent grade of wood shingles which had become loose and had curled badly with age and warm weather. But the idea of tearing off all the old shingles and then putting down a complete new shingled roof seemed double labor to us. Besides, we were sure that two thicknesses of roof shingles would be very desirable and give double protection to the house. Before new shingles could be properly laid over old ones, however, it was necessary to have a smooth surface on which to lay them. The existing wood shingles were anything but smooth since some were out of place and all had raised, uneven edges as the first illustration shows. We thought of nailing down raised corners on every shingle but when we realized what a job it would be to go over the whole roof doing that, probably loosening more shingles as we worked over the roof, splitting the individual shingles as we nailed them, and creating new raised edges to nail, we abandoned the idea.

A supply of wood laths piled up in the yard offered a solution. They came from interior partitions which were torn out in remodeling the interior of the house and we were wondering how to dispose of them since we couldn't burn them in our furnace or use them elsewhere. So we hit on the scheme of nailing them along each course of old shingles with one and a half inch nails. They were nailed down right at the butt edge of the shingles, holding the curled shingles firmly in place and creating a surface nearly as smooth as regular roof sheathing. The second illustration shows this stage of our operations. The final step was to lay new asbestos shingles directly over this surface, giving us a smooth, well-finished looking, new roof providing double thickness for winter and summer insulation—and disposing of that unattractive pile of laths.—HARRISON W. ROGERS

IS YOUR landlord one of those grumpy individuals who won't let you expand your architectural self by building a rustic open-air fireplace in the back yard? Or is it the wife who puts up an objection at the prospect of having a crude barbecue in the midst of her flower garden? In either case, you will find that a portable fireplace will, if placed correctly, put the "hex" on all objectors, and give you the chance to have hamburgers or the proverbial wieners in your back yard whenever fancy strikes you.

The first step in getting this movable fireplace is to drag a regular wheelbarrow out of the shed and fill it up with sand or dirt. If you are one of those physical fanatics who don't believe in using the leverage advantage of a wheelbarrow, you might have a little wagon that could be filled with sand and used for the same purpose. After the sand is in, drag out the grill the man next door loaned you, and set it up on top of the sand pile in the wheelbarrow. Add a little combustible material to this set-up, and you will soon have a crackling fire that will warm your bones, as well as those of some less fortunate animal. A skillet and some long skewers would also be a good garnish to the whole outfit.

Now, wheel the completed machine into the back yard, tell your wife to bring out the meat and buns, and then invite in the neighbors, making sure to omit the fellow who several years ago loaned you the grill. He might break up a nice back-yard picnic by wanting it back after he sees its performance.

After having used this portable grill, you will find that it serves the purpose for which it was intended very satisfactorily. You will be able to enjoy picnic snacks any day in the year in your own back yard and, when the meal is over, you can merely wheel your *extinguished* fire back into the shed until another day and occasion call it forth. And no criticism from anybody as to that "monstrosity" which is occupying your back yard.—R. BEIDLEMAN



You can feel the welcome of this friendly room finished in knotty WESTERN PINE*

The role of host is a pleasant part to play when congenial surroundings put one's guests at ease.

In this combined living-room and dinette, well-considered comfort clasps hands with the best in modern decoration. The walls, paneled in light antique, honey-colored Western Pine, the wood Venetian blinds, the furniture and furnishings blend in perfect harmony.

If you are looking for ideas to make your home more livable and distinctive, write for our FREE booklet, "Building Your Home." Western Pine Association, Dept. 138-F, Yeon Building, Portland, Oregon.

***Idaho White Pine** ***Ponderosa Pine** ***Sugar Pine**

THESE ARE THE WESTERN PINES

FOR AND BY MEN EXCLUSIVELY



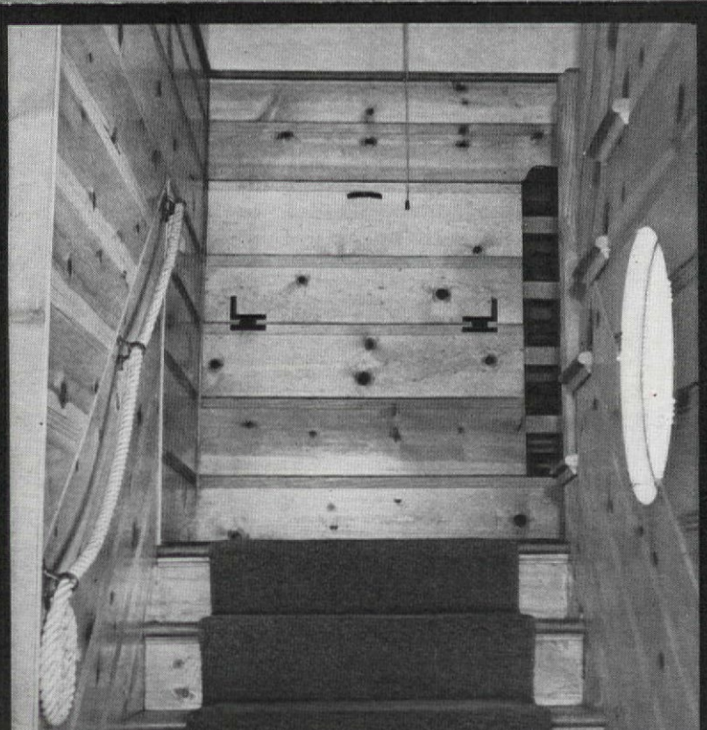
Ralph Burton Jones

BRUCE WOODRUFF, JR., age 13, has been cutting small objects out of wood since he could hold a knife. And he tracks down materials relentlessly. He pulled a whalebone from his grandmother's corset to use as a flexible tail skid on a plane and he often uses the insides of clocks for his tiny planes —the smallest plane measures an inch in size. Household supplies such as rubber bands, safety pins, straight pins, buttons, Cellophane wrappers, and seal wire from bottle tops are all grist to his mill. The material used for most planes is balsa wood, a soft blond wood, easily handled and inexpensive. Bruce spends every cent of his allowance on the balsa, water colors, "dope," as airplane shellac is called, and cement for his planes.

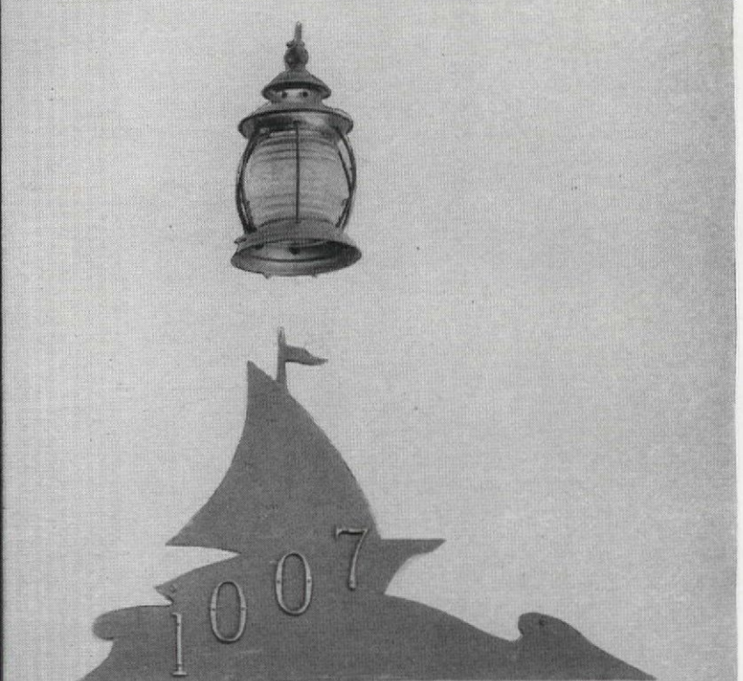
One grand feature of Bruce's hobby is his work room, a tiny nook on the second floor which almost became a sewing room. He wanted it as a place where he could stop in the midst of creation, go away, and find it just as he left it. He keeps all his paints, cement, wood, and materials there and if sleep gets the better of him there's a bunk waiting for him even though he has a regular bedroom, too, with blue airplane wallpaper. Some of Bruce's planes are bright red, pale blue, yellow, and green. In his pasteboard hangar, he has such models as the Beech Craft, Monocoupe, Stinson-Reliant, Rearwin Speedster, Grummon Fighter, Taylor Cub, and Gee Bee Sportster. In addition to these small planes Bruce makes larger ones and has also made a miniature radio with controls, several rocket ships, a motor scooter, a racer, bicycle, and Victrola —none of them over four inches in size.—S. JONES MEDLOCK



Master Bruce Woodruff makes miniature airplanes from balsa wood, rubber bands, pins, and cardboard



FOR LANDLUBBERS. This nautical stair rail at the W. H. Fawcett beach home, Balboa Island, California, is made of a boat hawser supported by specially made bronze brackets. Note geometrical black iron door hinges on cabinet at stair landing and the circular marine window at right.—**HI SIBLEY**



YOUR HOUSE NUMBER. This jaunty silhouette of a sailboat is sawed out of ¼ inch outdoor plywood and painted a light blue. The bronze numbers are a standard article obtainable at any hardware store. Combined in this fashion they make an artistic house number decoration.—**HI SIBLEY**


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Home of
Mr. Jack Faust
in Bryantwood, Kansas

ROBERT E. JENKS, *Architect*

Made to order



—to suit themselves!

JESSIE HODGES

YOU can always tell when a house has been "made to order." Its personality didn't come from books on architecture and decoration, or from the house around the corner. It grew out of the special needs and likes of the owners and is unmistakably theirs. Such a house is this one, planned by interior decorator Jack Faust and his mother to suit themselves and their mode of living.

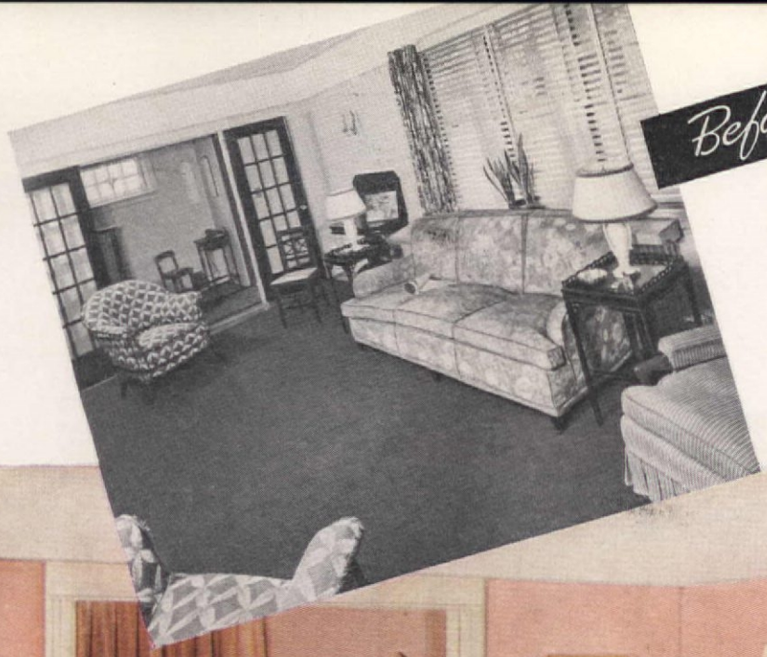
It is all on one floor so Mrs. Faust doesn't have to run up and down stairs, can get along with a part-time maid. There is no living room fireplace because Jack doesn't like broken wall space to interfere with furniture arrangement. He likes a sweeping, not too cozy effect! There are special shelves for a growing collection of records and an enormous bay window for the grand piano. (Jack says he would rather live in an igloo than live without his music.) Instead of dark little closets attached to each bedroom, there are dressing rooms with sliding doors to conceal clothes. While some people like to sit behind glass curtains and watch the world go by, Jack and his mother prefer to sit and watch the grass grow—so all important rooms are at the back, with a view of the creek and garden.

Naturally, the living room bay window had to be made into a place of honor worthy of the piano. It is handsomely draped in floor-length beige raw silk draw curtains and turquoise antique satin draperies. A plum damask sofa, two floral-patterned lounge chairs, one taffy-colored velvet and one plum and turquoise striped chair are grouped about for listeners. Most of the furniture is pine, played up by turquoise walls.

The library, planned for a man who really uses his collection of books on art, history, and furniture, is paneled in pickled pine, with two walls of shelves. There is a fine antique Hepplewhite desk beneath a







Before . . .

After Redecorating

WITH A COLOR SCHEME BASED ON AN

ALEXANDER SMITH FLOOR-PLAN RUG

Trade Mark

Alexander Smith Floor-Plan Rug No. 171—a textured floral spray pattern in warm rose and beige

Here's how you can make a room over with the right rug: A new flower-fresh color scheme, based on an Alexander Smith Floor-Plan Rug, changed this room completely—at surprisingly small cost.

Decorators say: "Key your color scheme to the rug, for that's the single largest mass of color in your room." Notice here how the rosy tone of this Floor-Plan Rug is echoed in the walls, in the window draperies, in the prim row of potted geraniums at the window. Note how the beige of the rug is picked up in the fringe on the slip covers. And see how effective green, complementary color to the rose in our rug, is for slip covers.

You, too, can redecorate easily and inexpensively if you follow this simple formula. You will find rich inspiration for new color schemes among the many beautiful new Alexander Smith Floor-Plan Rugs—textured, period patterns and solid colors. They come ready-made in 40 sizes—easy to find a size that just fits your room. Inexpensive—many under $50. Seamless, made of imported wools, in exclusive Tru-Tone colors. Floor-Plan Rugs are sold in *every* city of the United States. Look for the gold label with the Good Housekeeping Advertising Guaranty.



ALEXANDER SMITH

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Free book to help you plan color schemes

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Clara Dudley, Color Scheme Consultant
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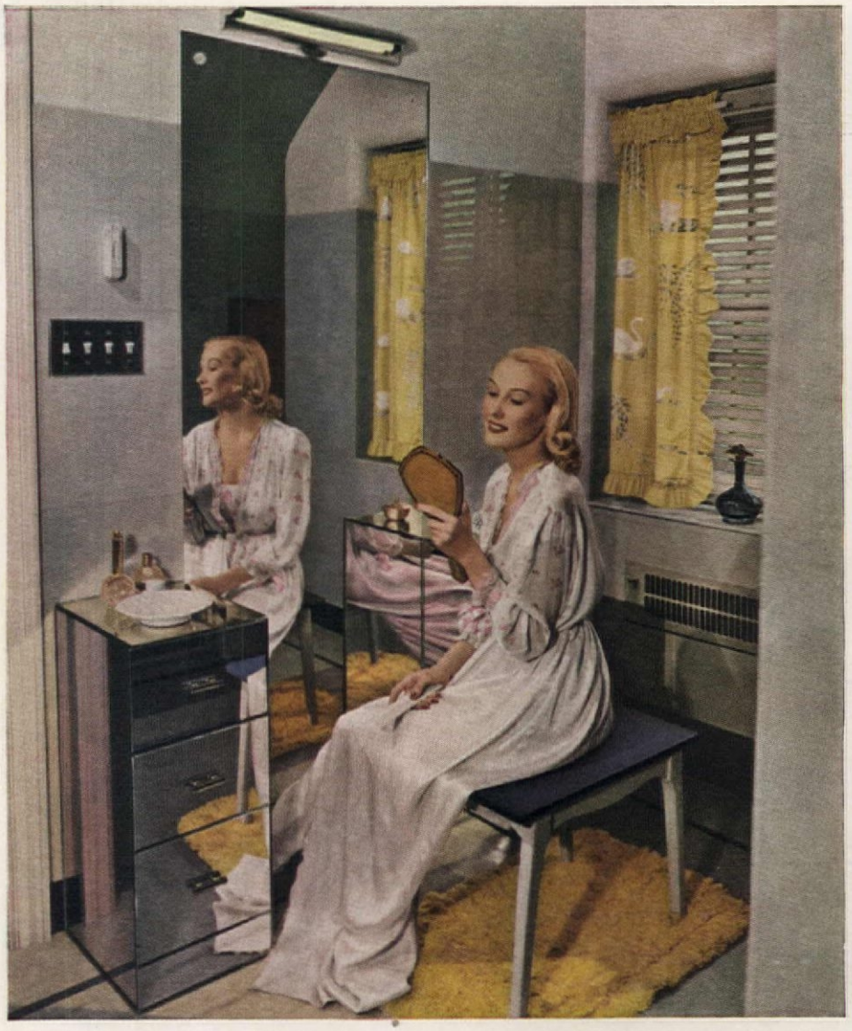
Please send me your free book "A Guide to Rug Buying" showing how to plan color schemes based on Floor-Plan Rugs.

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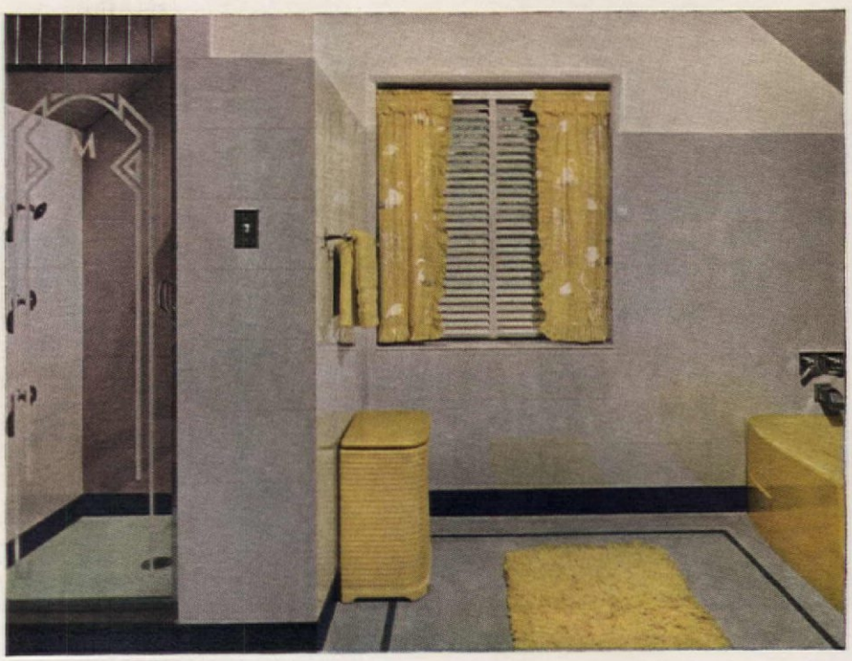
GLASS IS THE SECRET OF BEAUTY in this bathroom. Skillfully combining Carrara Structural Glass, Pittsburgh Mirrors and Plate Glass produces a room distinguished by its loveliness and practical usefulness.

In the view at right, a full-length Pittsburgh Mirror, lighted from above and flanked by smart mirrored chests, gives the dressing table unusual charm. The wainscoting of Carrara Structural Glass creates a fitting background for this striking mirror arrangement.

Another view of the same bathroom is shown at lower right. Carrara Walls are brilliant and lustrous. Mirror-like in their reflective qualities. Their soft color harmonies remain unchanged through the years. Carrara is non-absorbent, impervious, easy to clean with a damp cloth. Ten lovely colors to choose from. An etched Plate Glass shower door completes the practical use of glass in this bathroom. Why not use Glass to beautify *your* bathroom? Residence of Mr. and Mrs. Eugene Mori, Vineland, N. J.



WHEN YOU BUY FURNITURE which includes mirrors or Plate Glass, or mirrors for decorative use, look for the Pittsburgh Label. It assures you that the manufacturer has used Pittsburgh Plate Glass, and that your mirrors will give you the accurate, undistorted reflections obtainable only from genuine Plate Glass. Mirrors made from Pittsburgh Plate Glass come in these colors: blue, green, flesh tinted, water white. And with gold, silver or gunmetal backing.



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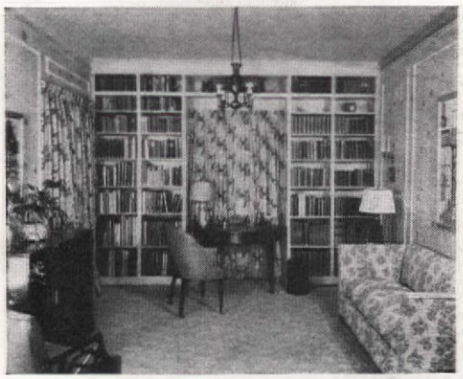
Please send me, without obligation, your free, illustrated booklet, "Ways to Improve Your Home with Pittsburgh Glass."

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PITTSBURGH PLATE GLASS COMPANY, PITTSBURGH, PENNSYLVANIA





Full height bookshelves, pine paneling in library; yellow and white striped paper in combination morning-dining room

Only six rooms in this house but three of them are general living space. Handsomely, individually decorated, these three form a suite

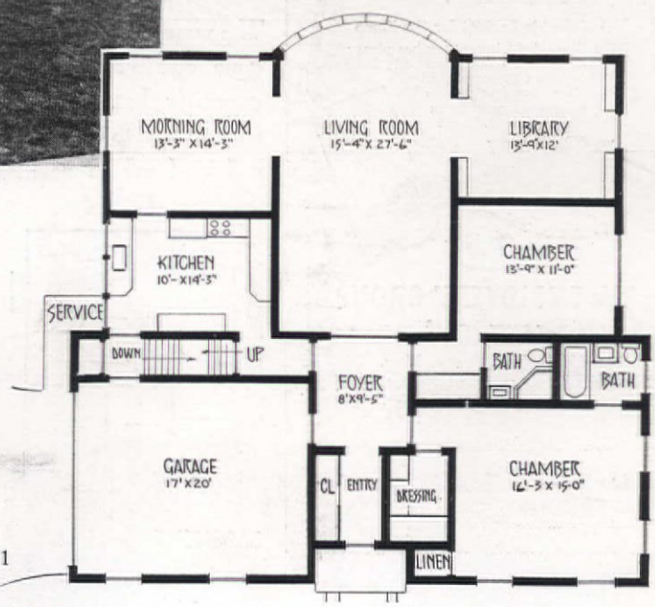
Llues, with dainty furniture of French origin. Jack's is purely masculine—beige, brown, and chartreuse plaid draw curtains on the huge floor to ceiling window, deep celadon green walls, chestnut colored carpet, light mahogany modern furniture with pigskin tops and drawer pulls.

All these rooms were cleverly planned in relation to each other. The open, "en suite" arrangement of dining room, living room, library, across the back of the house, covered by the same over-all floral carpet,





gives an exceptionally spacious effect to the interior. The approach to these general rooms is equally dramatic; the front door opens into a tiny entry which leads into a nearly square foyer, leading in turn to the living room. Kitchen and garage on the left side of the house are reached by a pair of doors in the foyer; the doors opposite lead into small entrance halls for each bedroom, a useful feature for keeping closets and doors out of the bedrooms proper and giving the bedrooms privacy and adequate wall space. The exterior was done with the same sort of pleasant formality as the rooms. Its walls are white stucco; shutters and shingles slate gray.



The formality of balanced windows and center entrance is enlivened by the house's picturesque roof and low height. Space for additional rooms is provided in the unfinished upper story. This house was built for $10,500

window and a radio-Victrola on the south wall. Raspberry red is the perfect color accent for this predominantly beige room.

Making the most of space, the dining room doubles as a morning room where Mrs. Faust can sew and write letters in pleasant privacy. In this room Jack used a wide white and corn yellow striped paper above a white dado, two bottle green upholstered chairs, appropriately feminine costume prints framed smartly in yew wood.

Mrs. Faust's bedroom is done in



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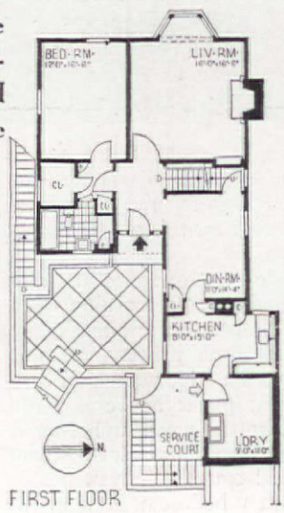


Picturesquely *on a California*

The mansard roof may have gone out with the bustle generally but it's an engaging top to this spirited red and white residence



BASEMENT



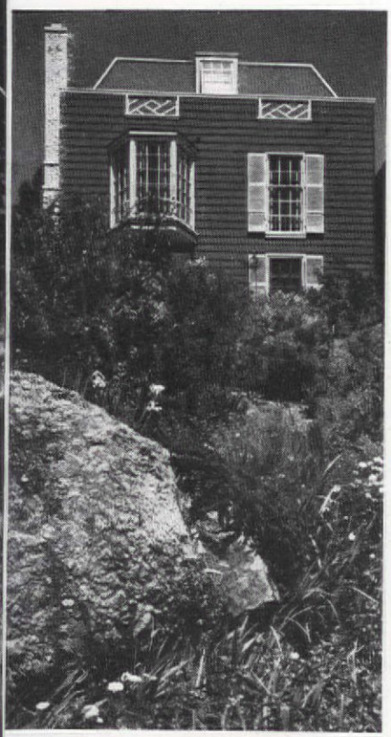
FIRST FLOOR

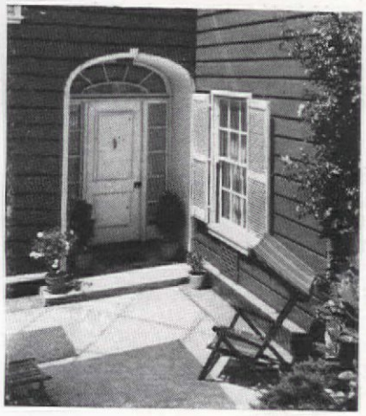
YOU can go downstairs to bed instead of upstairs in this lively looking little house because sleeping quarters are on the lower level, living quarters on the upper, entrance level. Enclosed by dark red walls, smartly outlined by white trim and topped by a perky mansard roof, the house not only fits into its steep hillside site with picturesque effect but seems to sit up and take notice. There is a superb view of city and bay at the rear to notice and the sharp slope makes it possible to enjoy it from all the main rooms except dining room and kitchen. The back of the house is three stories high while the front is only as high as the garage at the front street level. Wide, winding steps lead down from the street to a nice paved court and that leads to the arched front door with its generous fan light and side lights. Inside, there is the owner's bedroom suite at the left, complete with bath, closets, and foyer, so that she can live all on one level if she wishes, an unusual opportunity in a hillside house. At the right, dining room, kitchen and laundry extend forward in a service wing which ties in with the garage. Directly in line with the



Roger Sturtevant

Home of Mrs. Grace Farquhar in Berkeley

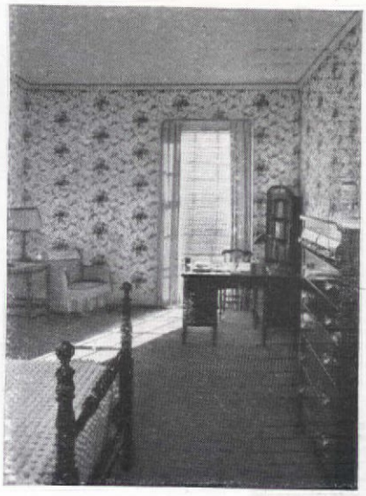




Perched *Hill*

front door is the living room, cosily fixed up with Victorian and Colonial family pieces, and centered around a full-length bay window which commands a sweeping view downhill. The stairway, which has a good looking white fretwork railing something like the exterior roof railings, is in a central location, handy for going up to the unfinished 22 foot square attic space or down to the two bedrooms, bathroom, lavatory, and heater room downstairs.

WARREN CHARLES PERRY
Architect



Building Data:
Walls: Exterior, rustic redwood. *Roof:* Asphalt shingles. *Windows:* Principally wood double hung sash. *Floors:* Oak. Kitchen, asphalt tile. Bathrooms, asphalt tile and rubber. *Heating:* Warm air fired by natural gas. *Cubage:* 27,150 cubic feet. *Cost:* $9,245.



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F. M. Demarest

NO, YOU don't *have* to use a pair of candlesticks and a low bowl of flowers in the center of the dining table between meals. Yes, *certainly* the buffet is a logical place to put a handsome soup tureen. And why *shouldn't* you arrange those three choice pieces of old glass on the serving table? We've answered hundreds of questions about what to put on the tops of tables and buffets, even desks and chests of drawers, until finally we've decided a good long article is the only way to settle the subject once and for all in a really satisfactory manner.

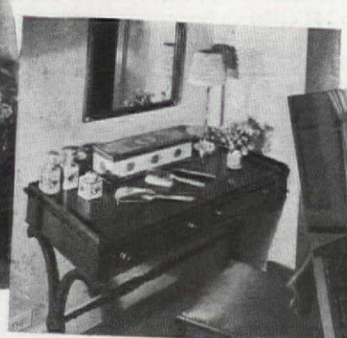
Just exactly why "tops" should be a problem we don't pretend to know, but there it is just the same. Maybe it's because everyone realizes how important accessories are —that handsome ones can lift the dowdiest room; that mean, nondescript little accessories will make a room look careless and cluttered and as if the owner couldn't be bothered with details. At any rate, tops are on display in plain sight for the whole world to see. You can't possibly neglect them and get away with it, so you might as well do a job of playing them up to advantage, which is remarkably easy and lots of fun.



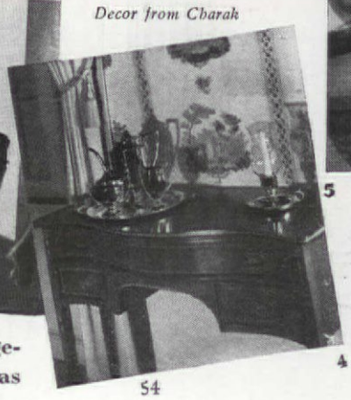
2

Don't just put a bowl of flowers in the middle of buffet or table. Use your best accessories

Decor from Charak

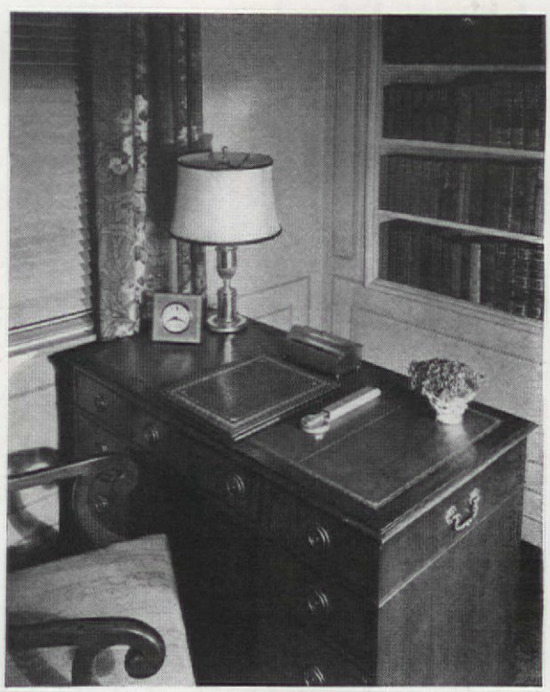


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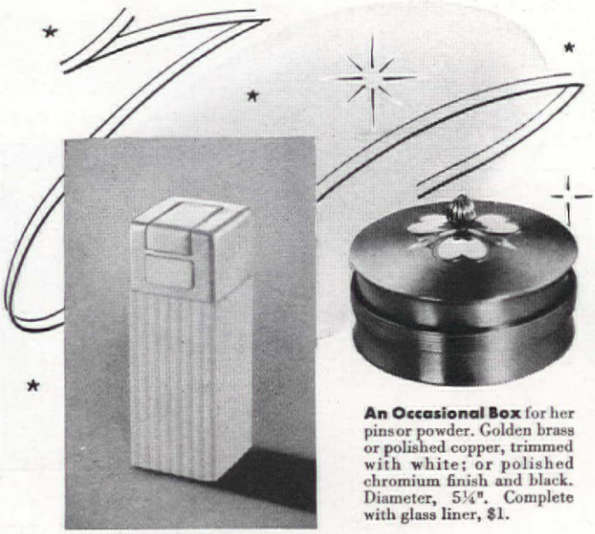
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Easy lesson in making the most of tops: try unusual arrangements and don't be afraid of either heirlooms or new ideas



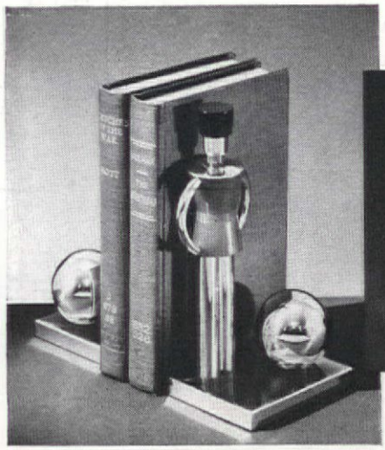
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Here is just one scolding we've been wanting to get off our minds for a long time, and we're not going to do it gently: *don't use runners or doilies.* If you were about to launch into a three months' spree of crocheting such little pieces, now is the time to stop. If you already have some, now is the time to put them in moth balls or throw them away. There are good reasons for our vio-

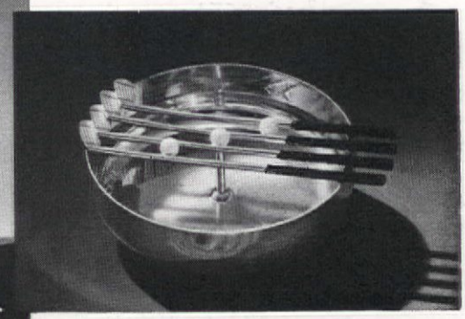


Tower Lighter—Fluted white plastic base with polished chromium finish top; brown with English bronze; or black with satin brass. 3⅝" high. Each, $1.

An Occasional Box for her pins or powder. Golden brass or polished copper, trimmed with white; or polished chromium finish and black. Diameter, 5¼". Complete with glass liner, $1.

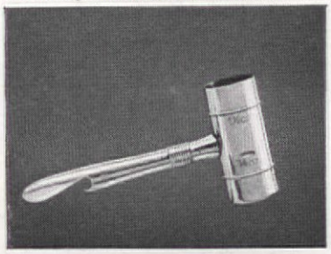


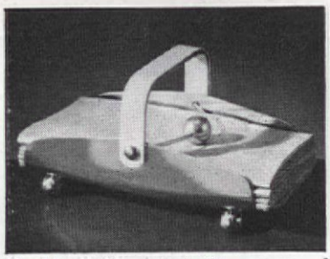
Sentinel Book Ends. Toy soldiers, in brilliant blue or red uniform, stand guard on these heavily weighted felt-bottomed book ends. Polished brass with red or blue plastic coats, black plastic hats, $3.75 the pair.



Golfer's Ash Tray. Even if he hasn't broken a hundred yet, he'll covet this ash tray in copper or chromium finish with its tiny golf clubs for cigarette rests. The clubs are finished in chromium and black. $1.

Bar Caddy. Combination jigger, bottle opener, ice breaker and corkscrew (inside the handle). Finished in handsome non-tarnishing chromium, 6⅛" long, $1.





Napkin Holder. At buffet suppers and outdoor luncheons, the weight keeps napkins from blowing away. Weight is removable, so holder can be used as a cigarette or celery server. Polished chromium finish or copper, white handle. 6 1-16" long. $1.

GIFTS BY CHASE

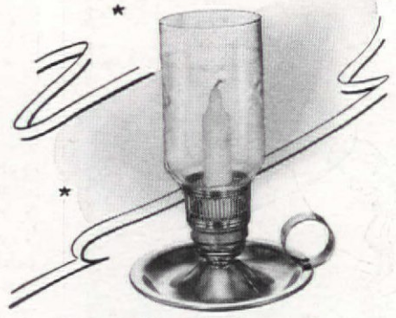
OF

Shining Beauty

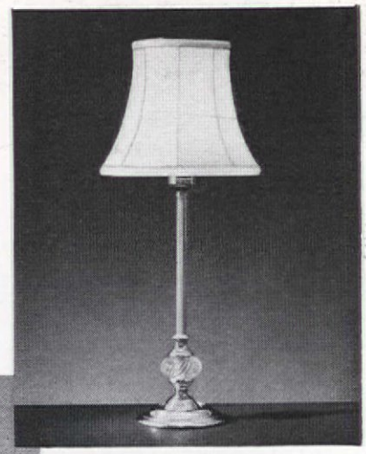
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STORES, JEWELERS AND GIFT SHOPS

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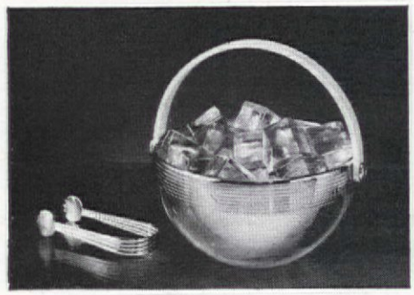


Settler's Hurricane Lamp. Breezes indoors or out can't blow out the candle in this stunning polished brass lamp with its chimney of finely etched glass. Height, 7¼", base diameter, 5". An exquisite and beautiful gift, $1. (Wired for electricity, $1.50.)

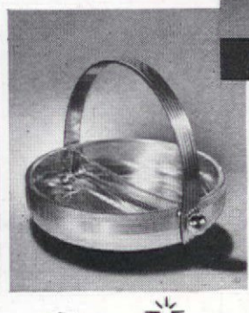


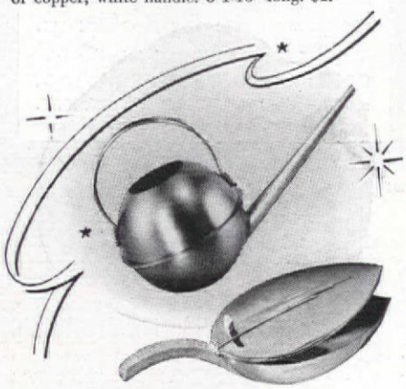
Victoria Lamp. A vanity lamp that will go beautifully with her maple or mahogany furniture. The graceful column is fluted, the glass bowl ribbed in swirls. Polished brass or silver finish, 18" high . . . with 7⅜" acetate silk taffeta shade. Each $3.

Antarctic Ice Bowl. Simple in shape, a handsome and versatile gift. Can also be used for potato chips, pretzels, fruit, etc. Diameter, 7". Polished chromium finish or copper, with white plastic handle. Complete with tongs, $3.



Duplex Jelly Dish, with 2-compartment glass liner. 5½" diameter. Polished chromium finish or polished copper. $1.50.





Rain Beau Watering Can. Will not rust, does not drip. Holds 1¼ pints of water. The sphere is of copper, the solid ribbed handle and the spout are brass. 9" long, $1.

Silent Butler. For serving candy or nuts, hors d'oeuvres, or for collecting ashes from individual ash trays at bridge or tea. Hinged cover with thumb lever. Polished chromium finish or polished copper, white handle; amber bronze with plastic walnut handle. $3.

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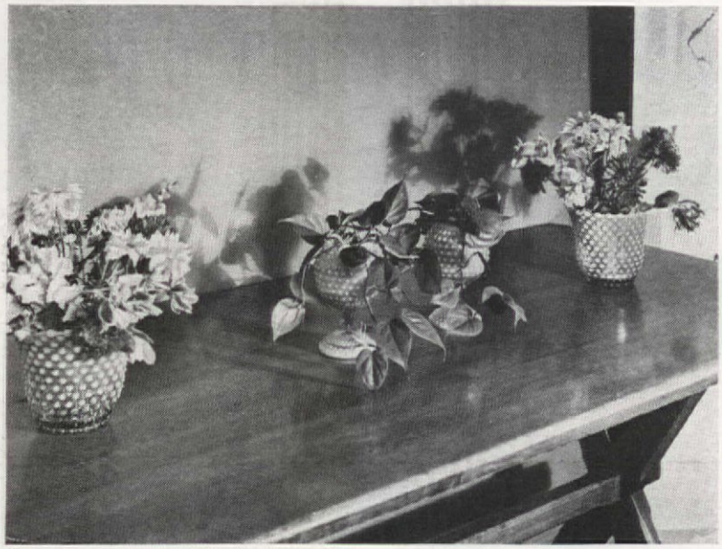
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lence on this point. In the first place, a fine wood surface, polished and shining, is beautiful in itself and should not be covered. Then, if you have a fine lamp or decorative accessories, it is pure foolishness to let something else split their due attention. And, if it makes any difference to you, doilies and such are not in current fashion. (To protect a fine wood surface from scratches, we suggest that you try using a thin felt pad or some other soft fabric cut to fit the base.)

We have an "accessory philosophy" that should interest all of you who must count dimes and quarters as well as ten dollar bills: you can buy a pair of charming figurines for much less than you can buy a fine chair, for example, but the figurines may add more prestige to the room. In other words, if you can't have everything but you like nice things, probably the best solution is to indulge in a few choice accessories for that touch of elegance. This system costs less but does a better decorating job than putting your all into big pieces of



6

Try a row of glass ivy and flower vases down center of your table instead of the same old flower centerpiece arrangement

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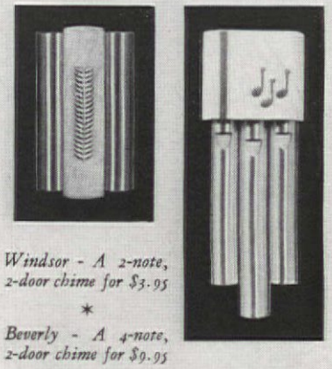
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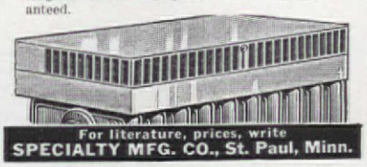
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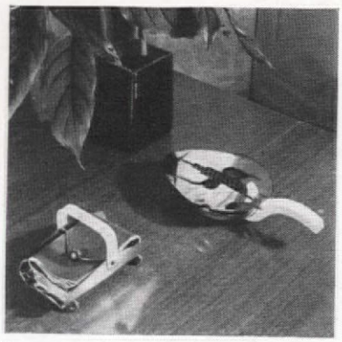
For literature, prices, write
SPECIALTY MFG. CO., St. Paul, Minn.

furniture and then having to get along with cheap lamps, commonplace flower vases and no purely decorative accessories. You can buy colorful, well-designed accessories at a reasonable price, and if you're wise you'll take advantage of this opportunity. It's extremely liable to make the difference between a stark, barren looking room and one that shows thoughtfulness, attention to detail, and personal interest.

If you have fine old pieces of silver, china, or perhaps tole, for heaven's sake don't keep them hidden away under lock and key where no one can enjoy them. That silver coffee urn may have cost your grandmother a lot of money, but it has no real value today unless it does its bit toward making your home more gracious and beautiful. This does not mean that all the family silver should be on display, cluttering up the sideboard—definitely not. It does mean that you can add great variety and charm to any room by changing the pieces and their arrangement frequently. One day you may be in the mood for bright, amusing pottery; if you're entertaining at luncheon the next day, you may want to put out the pair of elegant tea caddies.

The dining room deserves very special attention. When the table isn't set for dining, this room is almost always quite impersonal and void of many accessories used in other rooms. There are no table lamps, no books and magazines, often nothing but the tea service or proverbial bowl of flowers in the same place every day. The monotony is too much for us. We have other ideas on the subject.

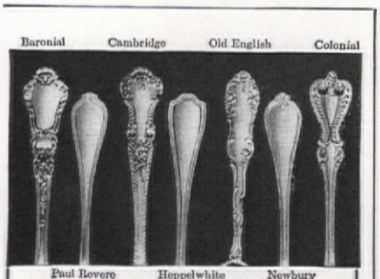
One golden opportunity for a decorative build-up is the buffet. In the large picture on page 54 is a handsome buffet made still more elegant by the fine accessories on it. The large painted tin tray in lovely subtle colors adds height and makes a more interesting background than the usual picture or mirror—and it's sensibly out and ready to be used at a minute's notice. A high candlestick and a pair of beautifully shaped and decorated covered vases on one side are balanced by a large soup tureen. The other buffet, on page 59, is handled in a decorative and unusual way, and has special inspiration for collectors of figurines, old glass, or whatever. The nicely proportioned mahogany wall shelves hold delightful little figurines and six demi-tasse cups with dainty floral motifs. All of which takes care of the center balance: notice that on the buffet itself there is nothing in the center. There is an elegant silver coffee urn on one side, and on the other there are a pair of candlesticks and a low cache-pot of flowers—much more interesting than putting one thing in the middle and two others at either side in the conventional way.



7

Don't be a jumper-upper for your parties! Keep things handy

The dining room table is practically our favorite point of attack because we get so tired of the timid little souls who are afraid to do anything the least bit unusual. (You know what we mean!) If, for instance, the grocer outdoes himself in sending you some perfectly handsome fruits or vegetables that are not to be eaten right on the spot anyway, why not arrange them on the table? There is no law against using shiny red apples or squash or anything else that is



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perfect of its kind. Or, perhaps, you collect old glass: if so, you don't have to leave all of it in the corner cabinet and will do very well to arrange a few pieces on the dining table. Even the row of ivy pots might grace that table instead of forever being lined up on the mantel shelf.

The table on page 56, a maple sawbuck that belongs in an Early American dining room, is very appropriately topped by two blue hobnail vases and two fetching little footed ivy holders in the same pattern. Notice that they are arranged lengthwise of the table, not plunk in the middle. Below is a large, handsome, round metal tray (not a bowl) of lush fruit, with a tall pineapple at one side. On the first page of this article is a drop-leaf table which happens to be in a dining foyer and, therefore, has the leaves down between meals. A crystal girandole on one side is balanced by a horse and shell-shaped flower holder on the other. The much scaled down, small size buffet or server on the same page shows a nicely designed coffee set and the currently popular, decorative silver hurricane lamp.

Whether your desk is in the living room or in a separate study, what you put on top of it is important. A good flat-top desk is one of the best pieces of furniture any home can have, and its top should be neither cluttered with unnecessary gadgets nor left in a barren, unused looking state. First of all, you must have a good lamp, having both approved lighting and decorative value. The one we used has a silver base for dignity and an off-white shade because a dark one absorbs too much light. The silver inkwell is neat, useful and pleasingly simple. A fine tooled leather portfolio takes care of miscellaneous writing paper and envelopes, and gives a finished appearance to the desk. Both the smart little leather clock and the shear set are absolute necessities to anyone who really uses a desk.

In your bedroom the most important top is that of the dressing table. On it there must be the beauty aids and such used frequently by you and your guests, and it should look dainty and feminine but *not* cluttered. The charming mahogany one shown on page 54 makes you wish you were getting dressed for a party. The jewel box, really big enough, is pink with gold decorations. Three fat little china bottles, two high and one so low it's almost square, are likewise accented by gold. The lamp has a slender crystal base and sheer, pink, tiered shade. In pleasing contrast, the silver comb and brush set is perfectly simple. We haven't shown a man's chest of drawers, but it would be neat and masculine with daily necessities such as a military set and collar button box on its top. Incidentally, the bedroom is the place for your personal family photographs.



Try lush fruits on a flat platter for dining table between meals

What to put on occasional tables is simply a matter of how they are used. For instance, a large, low coffee table, as shown on page 57, is the perfect place for "company" accessories: we imagined a cocktail party and put out a smart, polished chromium hot hors d'oeuvres server, and a napkin holder, both with white plastic handles.

If you have a grand piano, *please* don't cover every available inch of it with a Spanish shawl, a vase of flowers, and two or three



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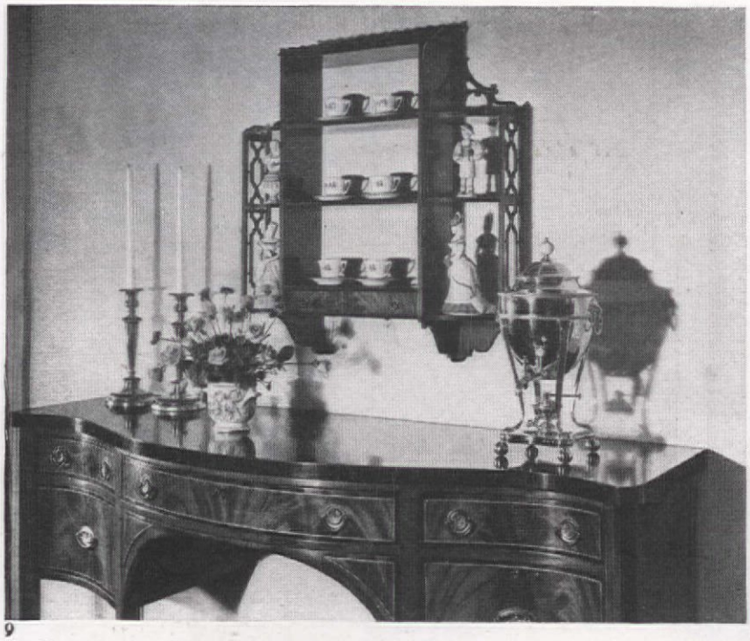
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9

No better place for wall shelves than above buffet—if you put demitasse cups on them. Top buffet with coffee urn, flowers, and candles

family pictures. The best thing to put on it is nothing at all—and especially nothing that vibrates or in any way interferes with the tone. A simple floor lamp on the wall side of the bench is most satisfactory for lighting. If you have a console piano, you can use one or a pair of small lamps on either side of the top, but be sure there are no dangling trimmings that rattle or jingle.

In summing it all up, we think you'll agree that "tops" are opportunities, not problems. Look back at the photographs once more, and then see what a fine job of outdoing us you can do! There are all kinds of delightful, useful accessories, both period and modern, to add spirit to your rooms. And if you are a collector, or have some interesting heirlooms, your only problem will be one of restraint—because you will always have to remember that two or three things properly set off are better than a dozen distracting attention from each other.

1. Spode's tureen and vases in front of a painted tin tray from Fanny Morse.
2. Fostoria's sparkling girandole and horse decorate a very small drop-leaf table.
3. For a dressing table: jewel box from Mary Ryan, Watson's "Princess Pat" sterling comb and brush set, bottles from Ernestine Trostler, Lightolier lamp.
4. National Silver's coffee set and hurricane lamp on an apartment size server.
5. Desk perfectly equipped with a Lightolier lamp, Seth Thomas clock. The portfolio, inkwell, and shear set from Eaton.
6. Duncan & Miller's blue hobnail glass on an Early American dining table.
7. Cocktail table with hot hors d'oeuvres server and napkin holder from Chase.
8. Fruit arranged on a handsomely simple Kensington metal tray with polished brass feet.
9. On wall shelves: figurines from Mabel MacLaughlin, and Onondaga's dainty demitasse cups. Flowers in Weil-Freeman's cache-pot balanced by Gorham's silver coffee urn.

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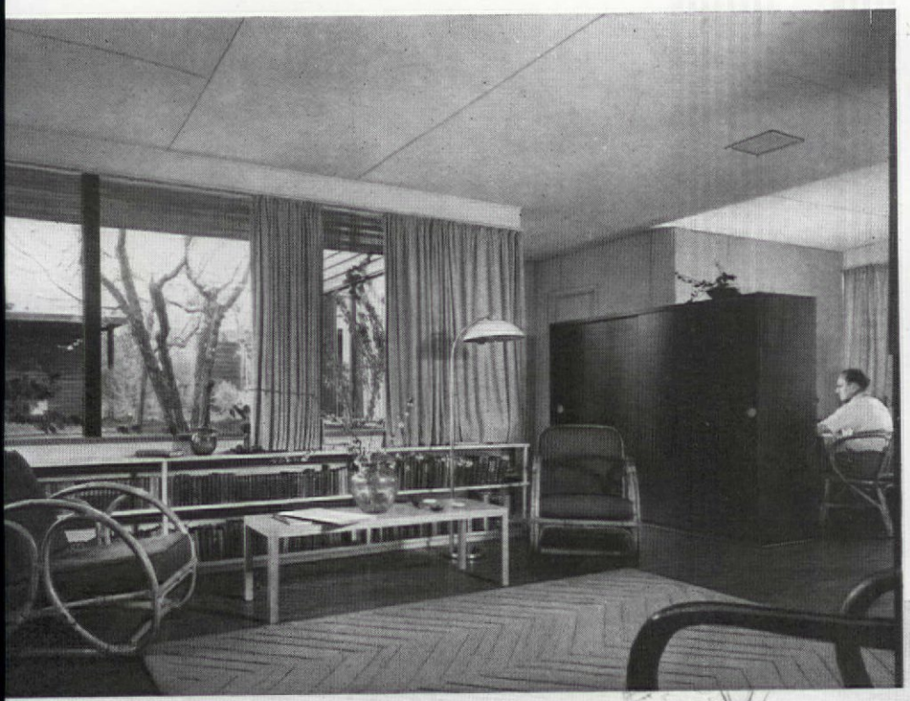
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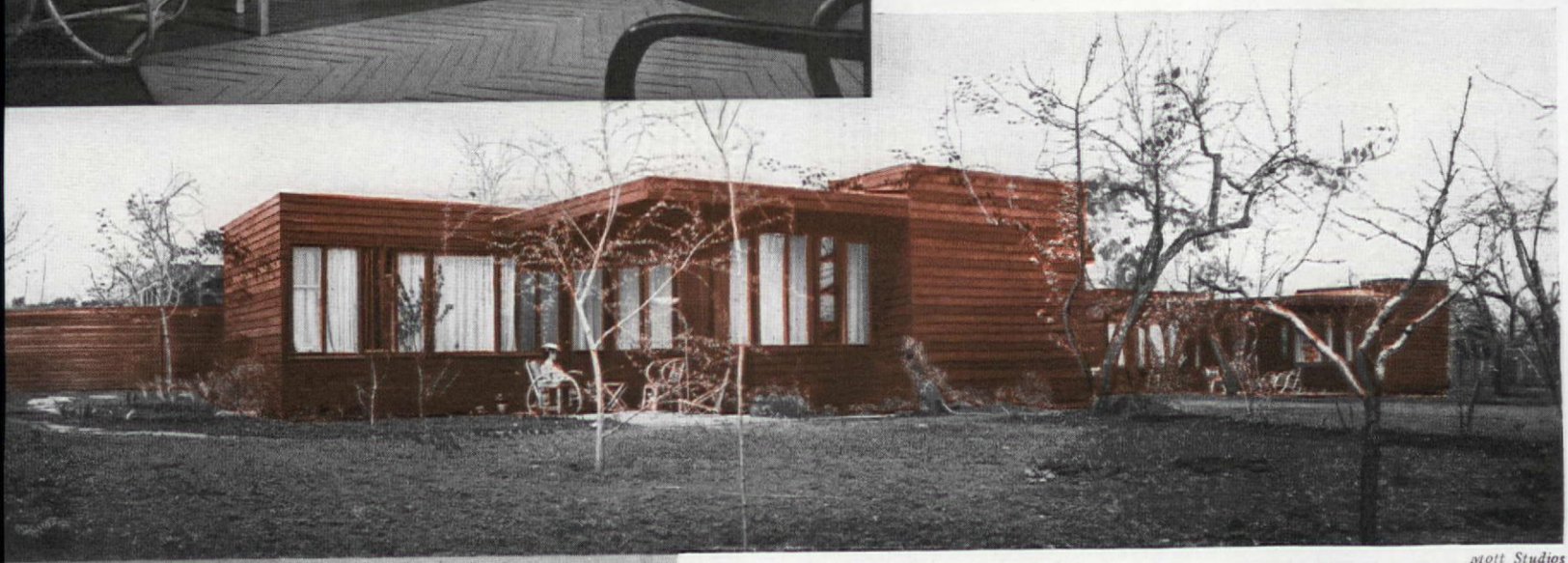
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Built for $2,700 each, the homes of Miss Jacqueline Johnston (center) and Mr. Clayton Stoddard (bottom) have four unusually well-lighted, well-planned rooms



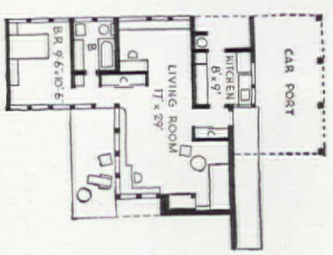
Space & Light



Mott Studios

in 2 Little Houses





RICHARD NEUTRA, *Architect*
OTTO WINKLER, *Collaborator*

THESE little inexpensive redwood houses at Los Altos, California, are built on a common lot, like Cottage Court shown on Pages 13 and 14, and are an additional instance of the advantages of group home building and co-operative planning. Altogether there are three houses, the two we illustrate here and a third, smaller, one to be published later. All were built at the same time from the same essential pattern and materials but with distinct individual personality in the various details and the interior color treatments for each of the houses.

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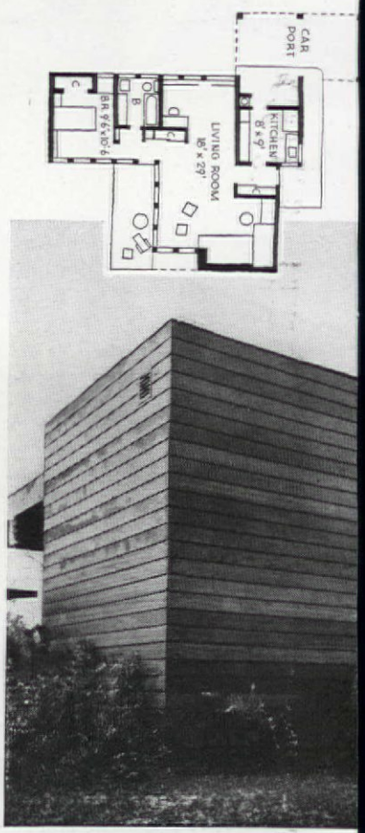
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All were built because their owners realized that the kind of houses and lots they would get individually with their limited nest eggs would be pretty unsatisfactory. But, going into a "huddle" and pooling their resources, they bought a fine half acre lot with a grove of plum trees as a setting. Then they let the architect design and build three houses simultaneously, using similar materials, features and a basic design, which reduced individual building costs for each homeowner. At the same time a personal identity was given each house as well as a coherent general plan for the whole property.

Mr. Stafford's house is the front one in the group and is fairly near the road. The lot driveway, to the right of his house, leads to Miss Johnston's home at the back of the property. The small living-bedroom, bath and kitchenette house is also at the back but completely screened from the Johnston house by a redwood fence curving out from the house. Each house was placed carefully on the lot so that it would be harmoniously related to the others, have individual privacy in its rooms and in its outside terrace and garden, and still have the advantage of the best possible views and exposures. This took a bit of doing but it was really accomplished in the finished houses.

Except for the position of the "carports," the plans of the Stafford and Johnston houses are essentially the same. These open, overhanging "ports" offer protection at night for the family automobiles in warm climates and they can be used as outdoor porches in daytime. They make more use of ground space than the customary enclosed garage, and Mr. Neutra favors them because their light character adds apparent size to the small house and, vine-covered, they're a decorative asset. On the Johnston house the carport runs along most of the front wall while the Stafford port extends out from the house. These simple variations change the exterior appearance of each house considerably.

All the houses have outside walls of redwood siding oiled to a rich red-brown shade, flat roofs, and exceptionally generous window areas. The arrangement of windows in series and around corners, the way walls are broken up in bays and wings, the overhanging eaves above windows and entrances give a lively, stimulating appearance to the exteriors which is seldom found in three or four room one-story houses of such inexpensive, unpretentious character.



And their interiors provide an exceptionally agreeable design for living. Each of the houses has an 18'-0" x 27'-0" living room with windows opening on three sides. A dining and study area is at one end, partially screened off by portable closets about 6'-0" high. The rest of the living area is largely divided between the alcove built in on one side of the center fireplace and the cheerful bright window wall and corner on the opposite side. Both houses have interior walls of wallboard paneling with living rooms carried out in oyster white and walnut brown combinations. Miss Johnston's home is properly feminine just the same with furnishings in gay tomato red, light gray and lemon yellow against white and brown walls. The in-

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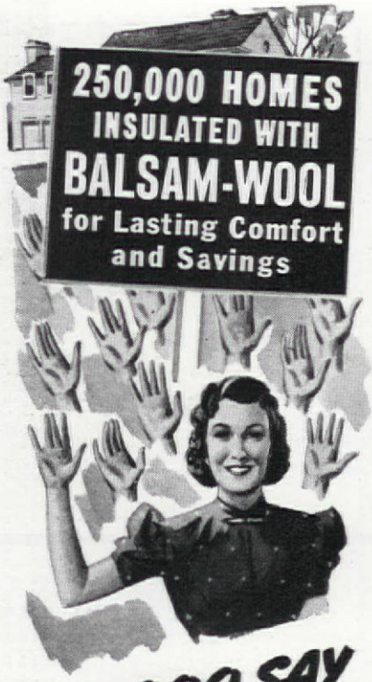
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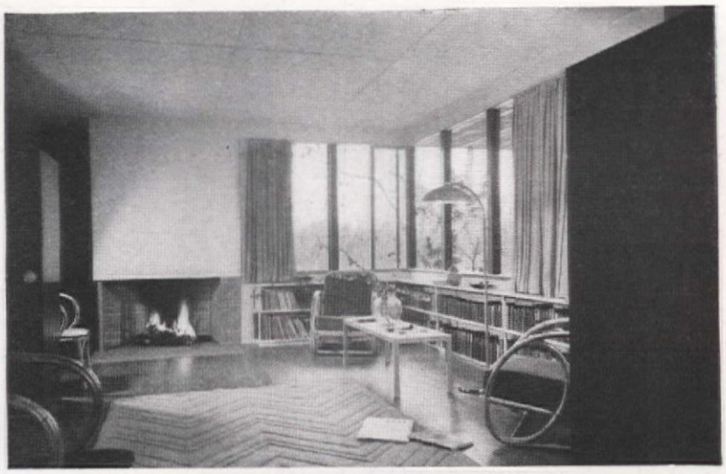
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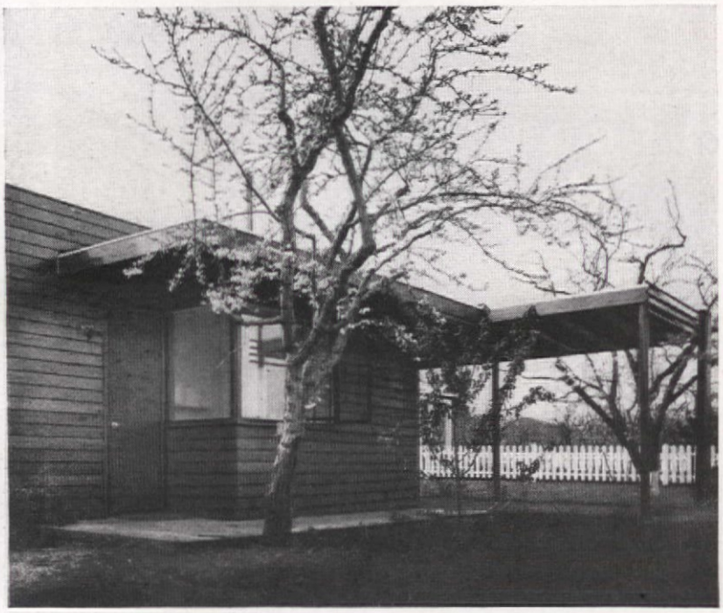
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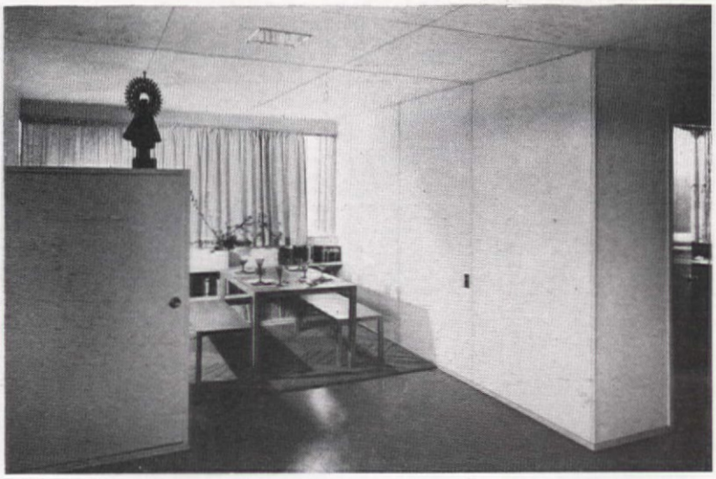
Clean-cut modern fireplace, wide sweep of windows, cosy study alcove, simple modern furnishings in Mr. Stoddard's living room

viting fireplace, framed by narrow split bricks, is open on two sides and a corner divan of tomato-colored, textured fabric is built in beside it against brown walls. A brown closet unit built out from the wall makes a screen which secludes this alcove from the entrance passageway. All other living room walls in this house are oyster white while the floor is covered in gray linoleum with yellow, textured wool

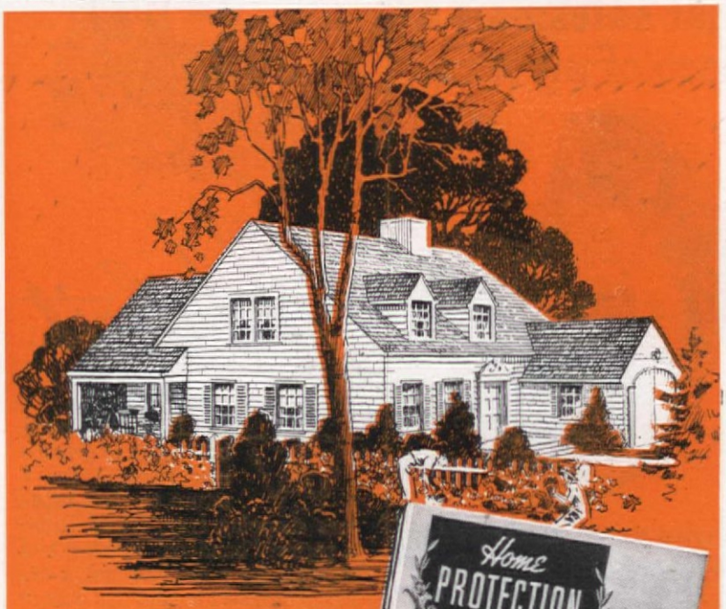


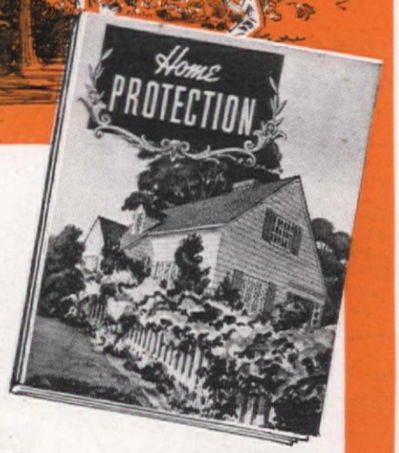
rugs under modern furniture of blonde wood. The bathroom has a coral and burgundy color scheme; the kitchen a yellow and white one.

Mr. Stafford's home has the same generous, bright interior but more subdued, masculine color schemes are used. Wardrobe partitions are brown and there are dark green fabrics on the rattan arm chairs. Bookshelves line the wall below terrace windows.—JEAN W. BRENNER



HOME PROTECTION





This Book Tells *and* Shows How

THREE important essentials should be considered for the exterior of the home you build or buy . . . good appearance, protection from the elements, and care-free service. How to best secure these is fully explained in "*Home Protection*". You can follow this book with confidence for it presents the findings of experts and their experiences with Red Cedar Shingles as a protective exterior building material. "*Home Protection*" gives facts which every prospective home owner should know before selecting any exterior material. It contains photographs and floor plans of some of the most popular model 5, 6 and 7-room homes built during the last few years.

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• First of all, I've had one Ozite Cushion for 14 years and it's still soft as new. My sister-in-law bought something "cheaper" but now it's all worn out and her rug is too.

• Then I know it's moth-proofed. It says so on the label, and I don't want anything that is not safe from moths. Circle Tread Ozite is plainly labeled about another thing—it's ALL HAIR with burlap reinforcement. And I know it's sanitary because it's "ozonized."

ALL HAIR



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Ozite
RUG AND CARPET CUSHION

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Look for the Circle Tread Design and avoid substitution.





Make it

WHILE I feebly sipped beef broth to give me new strength for a return to the Christmas shopping fray, friend Sally, a perfect "bandbox" number and in town for a matinee, put a bee in my harassed bonnet that turned Christmas once again into a season of joy and jingle bells.

"For mercy's sake, Peg, you look like the last end—why don't you stop all this nonsense of hurrying, worrying, pushing and pulling and make Christmas a one-gift day. That's what I did—simply bought everyone a book and I know they'll all be as pleased as Punch. You see it wasn't a case of any haphazard buying. I put plenty of thought behind each purchase and chose just the right book for the right person—a cook book for the bride-to-be, a biography for Father (which by the way I picked up at a sale for a marvelously low price), a returnable best-seller for Helen, the bookworm, and sermons by her favorite pastor for Grandmother. It's a grand system—you can browse around all year in delightful bookstores, collecting volumes from time to time, and when Christmas rolls around you're set, with time on your hands for holiday fun."

So I took the hint and last year I gave myself a course in current literature—becoming an authority for the time being. Best of all my family and friends were enthusiastic about their gift books, and I enjoyed the month of December as never before! Now I happen to think a book Christmas is the nicest one-gift Christmas, but not the only possible one. Florence, who is domestically inclined, made last year a candy Christmas. She took lessons in candy making, bought a candy thermometer, a candy dipper, and proceeded to try her luck. During November she made fondants and toffees, caramels, opera creams, fudges, and bonbons.

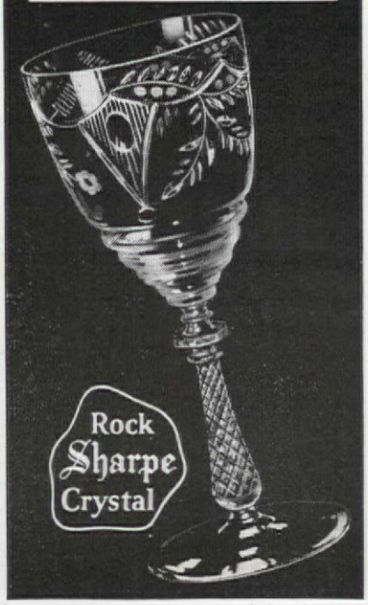
Weeks before Christmas from her basement workroom came mouth-watering smells and one never left without sampling at least one new kind of delicious candy. She made sixty pounds in all and was finished with the entire project long before Christmas. She made a point of finding out the likes and dislikes of the members of her family and her friends, and on Christmas morning each one received a box of candy absolutely made to order. Including lessons and attractive boxes, the total cost of Florence's Christmas gifts was twenty-five dollars. But she enjoyed making the candy, she had the fun of giving to people she otherwise could not afford to remember, and her friends and family were delighted.

A One-Gift

SPOON DOODLER

YOUNG Jimmy was driving me crazy! He fidgeted at the table. He fussed with the silver. Scolding made him worse. Finally his teacher gave me this bright idea. I started using my sparkling Rock Sharpe Crystal to set a "party" table every day. What a change! Jimmy's a lamb now and the whole family enjoys our dressed-up meals.

Find *your* pattern in the Rock Sharpe Crystal collection at your favorite store. *"Groton"* is shown here. Prices as low as **65c to 75c,** depending on pattern and locality. For illustrated folder write Dept. A-8, Sharpe, Inc., 622 Northumberland Ave., Buffalo, New York.



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Don't be ashamed of the appearance of your furniture or woodwork—hide those ugly nicks with this marvelous product.



AERO SCRATCH REMOVER



I haven't yet tried a "gadget" Christmas but I shall. A visit to the hardware or favorite department store will give you all sorts of ideas for making Christmas a simple and fascinating one.

It would be such fun to give lots of those little items that people always intend to buy for themselves but somehow just never get around to actually purchasing. For instance—a roast thermometer. I've dreamed of having one of those grand objects for the longest time—but that's as far as I've got. There are just hundreds of interesting household accessories on the market—oilcloth covers for ice box bowls, cutters that sliver the old string bean into delicate slices, gadgets for peeling any kind of a vegetable in the shake of a lamb's tail, squeezers that squeeze the daylights out of fruit with no effort at all on your part—and on and on. Most of these can be bought for a song, which means that you can add lots more names to your Christmas gift list—and of course, the more the merrier Christmas for all concerned.

And for men this type of Christmas would be universally popular. What man would not prefer a new screw driver, some new fishing tackle, or a new-fangled plane to the proverbial tie, muffler, or bill fold?

Dorothy, who is an expert knitter, made last Christmas a knit Christmas. Some of the great variety required but a few hours' work while others took weeks. She made fluffy mittens for her 'teen-age niece, a bed jacket for a bedridden aunt, sweaters, an evening scarf, a bathing suit. Throughout the year Dorothy's fingers were busy and when Christmas rolled around her gifts were lovely to behold.

The list of single articles for a one-gift Christmas is practically limitless. All you have to do is pick your winner and go to it!

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I've found it's not only thrifty but wise to use Pepsodent Antiseptic. It gives 3 times the breath protection to safeguard personal charm because it lasts 3 times as long as ordinary mouth washes!



I'm a Bargain Hunter!
Now that I'm on my own, pennies count. So I've got to be careful to get my money's worth . . . and more! And I usually do!



Got a Man in Mind!
I'm keeping house for a purpose. My man's going to find I know how to be easy on his eyes, easy on his digestion, easy on his pocketbook.



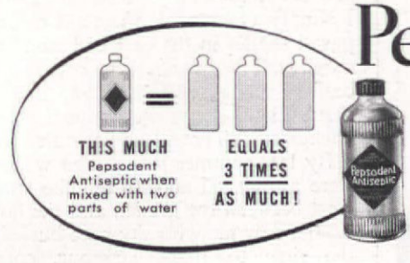
and I've learned a new secret road to his Heart!



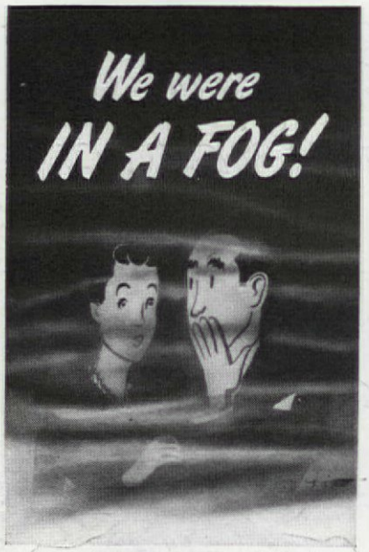
The enticement of a spring-fresh breath stirs romance. It assures the confidence so necessary in a critical close-up.

Keep your breath always fresh and sweet. It means so much to you . . . and to others. Spend just a few moments gargling morning and evening with Pepsodent Antiseptic and you'll be more sure about your charm . . . in even those critical close-ups.

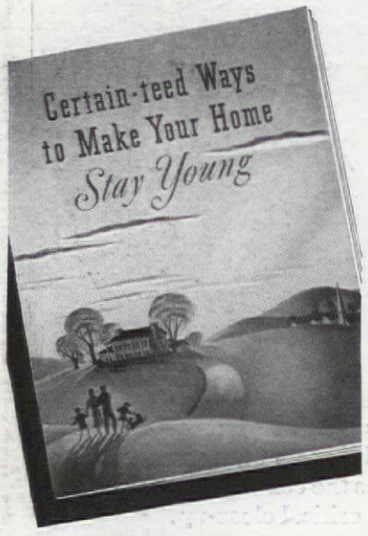
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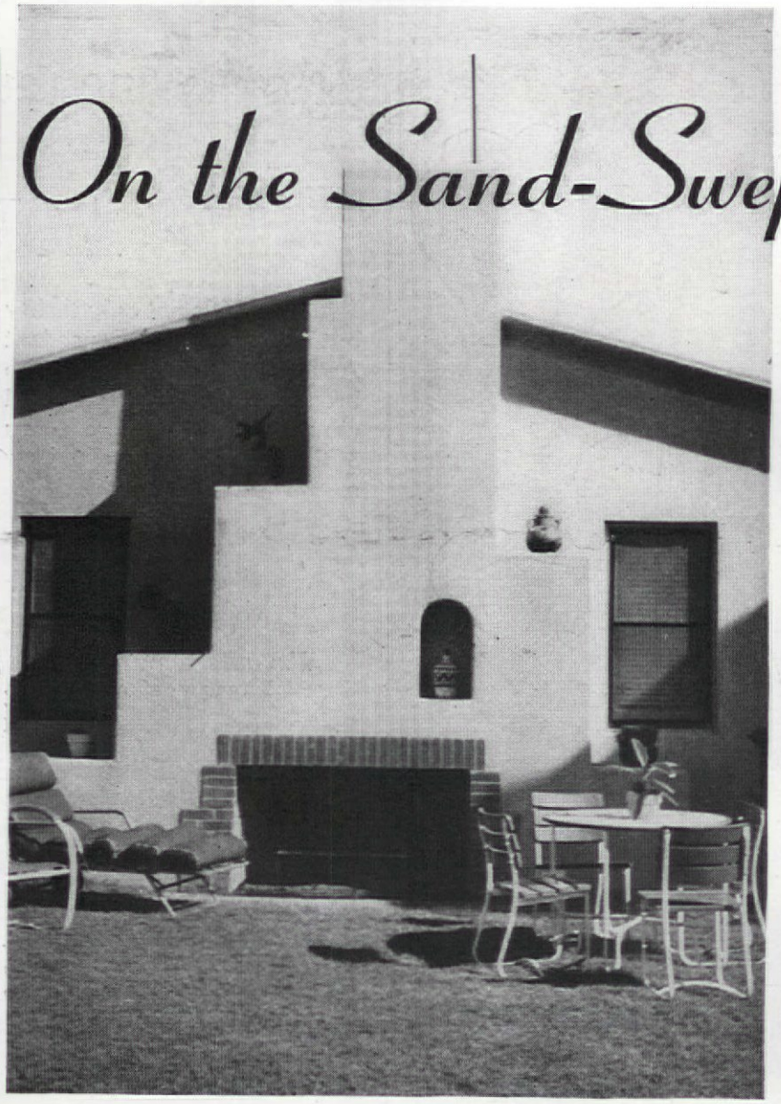
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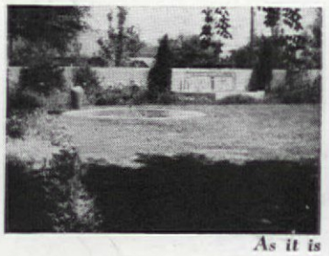
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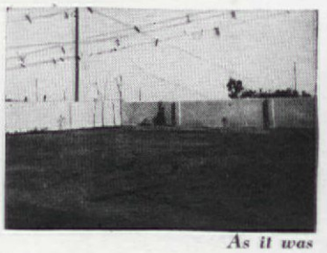
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ROOFING - INSULATION - WALL BOARDS - GYPSUM PRODUCTS

On the Sand-Swept Texas

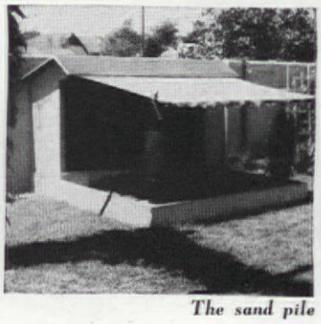




As it is



As it was



The sand pile

MARION REED ALDRICH

THREE years ago my back yard wore a blanket of West Texas sand through which grew a few scraggly mesquite shrubs and listless cacti. An uninspired clothesline and a row of rusty garbage cans were all that could be seen from the north windows of the house. I had been told that very few flowers would grow here because of the semi-arid climate and the furious sand storms, but I decided, in spite of everything, to turn my dismal looking yard into a garden, a lovely outdoor living room. I had never even planted a seed and I scarcely knew one flower from another, but of one thing I was certain: my garden must be protected from the sand that sweeps off the Western plains.

So the first thing we did was to build a five-foot stucco wall to match the architecture of our Spanish style house. While it was being built I read books on gardening and diligently perused THE AMERICAN HOME, to which I had already subscribed. For the general landscaping I chose a simple but, to me, beautiful plan for a small garden. It included, along the walls, wide flower beds with gracefully curved edges. The rest was to be a spacious green lawn where my husband, my two boys, and I could rest or play. When, in April, the wall was finished, I turned to the soil, which is fairly good though decidedly alkaline. We dug the beds, sodded the lawn space with Bermuda grass, and bought a packet of every kind of flower seed sold at the corner grocery. In my ignorance I simply planted all the loud colored ones in the west bed, those of pastel shades in the east bed, and the tallest growing sorts against the north wall. We scoured the countryside for such native plants as yucca, century-plants, and ocotillos, and as it was too late to transplant shrubs, I set out various annual vines to train over the wall as a green background. Thereafter I watered and weeded almost constantly.

By late summer my garden was surprisingly attractive. My friends were astonished and, to tell the truth, so was I, especially at the contrast between the garden and the hot, dry, sand-covered street outside. Winter saw me with my nose buried in garden books again, but I took the time to plant larkspur, cornflowers, pinks, wallflowers, and

Burpee's *Fluffy-Ruffles* PETUNIAS
5 inches across! Exquisite; ruffled, fringed. Glorious mixed colors—25¢ 10¢
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80 BEAUTIFUL PERENNIALS $1.00
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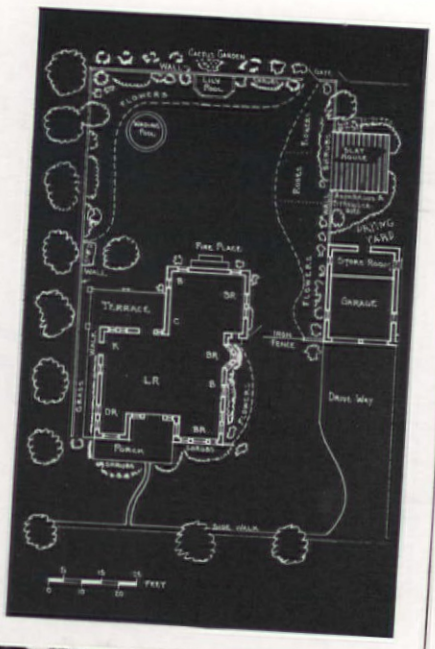


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STOPPED-UP NOSTRILS
due to colds
MENTHOLATUM
Gives COMFORT *Daily*

Plains

We made a real garden, with outdoor fireplace, pool, sand pile, and lawn. It's simple, but it suits the house—and us



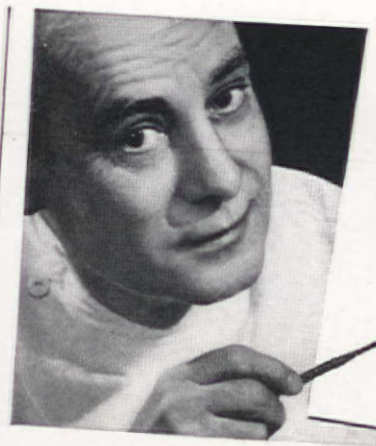


poppies, which do best here when planted at that time in spite of our occasional snows. Because we needed shade, in January we transplanted to the garden three eight-year-old Chinese elms that stood in a most inartistic row in front of the house. We also bought as many evergreens as we could afford and planted them against the wall, filling in with honeysuckle vines given by generous friends. In front I planted a few flowering shrubs—pink and blue altheas, crape myrtles, red-buds, tamarix, and desert willows—leaving most of the beds for various kinds of flowers.

The first summer, not knowing what "would not grow" in West Texas, I had planted and successfully grown several kinds that my friends would not even try! But I had learned other things, too. I no longer bought flower seed in mixed colors, but began to plant in drifts of separate varieties, which are much more effective. The second summer I began to improve the soil, mulching with peat moss in July and forking this under in the fall. It helps a great deal in this climate, holding the water near the roots of the plants and rendering the commercial fertilizer that I use more available. We also dug a large pit for a compost heap onto which we throw all the grass clippings, dead flowers, etc., with an occasional sprinkling of a commercial decomposer. The resulting compost enriches the beds each spring, and at little cost. And I discovered a way to conserve water. For only $20 I had 400 feet of irrigation tile laid through my beds. It not only eliminates loss by evaporation, but also simplifies immeasurably the task of watering. Once a week I place the hose in one end of the system and let it run for several hours, sending the water to the roots of the plants where it is needed.

As my garden still lacked a focal point, we built a semicircular pool against the north wall for waterlilies, cattails, and umbrella-plants. For my boys we built a shallow cement wading pool and a cleverly awninged or cabaña type sand box. I do all the work in the flower beds and the exercise has kept me brown, healthy, and supple.

Last summer we wired the garden; the shielded lights create lovely night pictures. A recent visitor remarked after supper, "It's like fairyland." And that's true. No matter what worries the days may bring, in our garden there is always a happy ending.



FALSE TEETH WEARERS often worst breath offenders

Don't let Denture Breath and stains shout "False Teeth"

KEEP PLATES LIKE NEW WITH POLIDENT

Plates and bridges soak up odors and impurities like a sponge! A hard dark film collects on them, holds germs and decay bacteria. It is so tough that ordinary brushing seldom removes it. And it gets into tiny crevices where brushing can't reach.

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Cleans and Purifies **Without Brushing**
Do this daily: Add a little Polident powder to half a glass of water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

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AMAZING INTRODUCTORY OFFER!
Get 10 strong, 2-year-old, field-grown guaranteed satisfactory everblooming rose bushes for $1.00! To acquaint you with the superb blooming qualities, the hardiness, and the low direct-from-the-grower prices of Naughton's famous roses, we make this unusual offer. Send $1.00 and we will ship the following 10 roses:
2 Red Radiance (Best Red) | 2 Briarcliff (Vivid Pink)
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ORDER COLLECTION NO. 107. All above roses are everblooming and hardy throughout the U. S. Will bloom first year. Fall planted bushes are best! **Order now—get 3 Hydrangeas FREE!**
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Be sure your plants and flowers are not deficient in growth promoting vitamin B_1, so necessary for vigorous root action and healthy growth. Use MACKWIN VITAMIN B_1, the stabilized liquid plant growth stimulant. Praised by amateur and professional growers everywhere.
MACKWIN VITAMIN B_1 comes in eyedropper bottles. Use 2 drops per gallon of water. Apply to roots.
120 gallon solution bottle..... .35¢ 800 gallon solution bottle..... $1
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FREE: *Valuable booklet, "True Experiences with Mackwin Vitamin B_1", sent on request.*
MACKWIN CO. Dept. A **WINONA, MINN.**

For lovelier **HOUSE PLANTS PORCH BOXES**



● Your potted plants and flowers will really do wonders when fed with Vigoro Tablets. They keep soil rich in needed food elements. Like famous Vigoro but in handy new form. If your dealer hasn't them yet, send only 10¢ (the retail price) and your name and address to Swift & Company, Dept. A-2, Chicago, Ill.

VIGORO *Tablets*
BY THE MAKERS OF VIGORO, FAMOUS PLANT FOOD



Let's take a look at that inglenook you call a breakfast room!



Suggestions by
Ferne B. Johnson

IF IT isn't bright and gay, it should be! After all, *some* of the stories about how a man can't get along in the world unless his wife gives him a good breakfast and a cheery send-off must be true—and we can think of no better setting than a really pleasant breakfast room. Not a cramped little nook boxed off by ivory walls and two uncomfortable benches, but a sunny place with chairs and elbow room, electrical outlets for the toaster and such, pretty colors and maybe a few growing plants. It need not be big, but it must not look crowded.

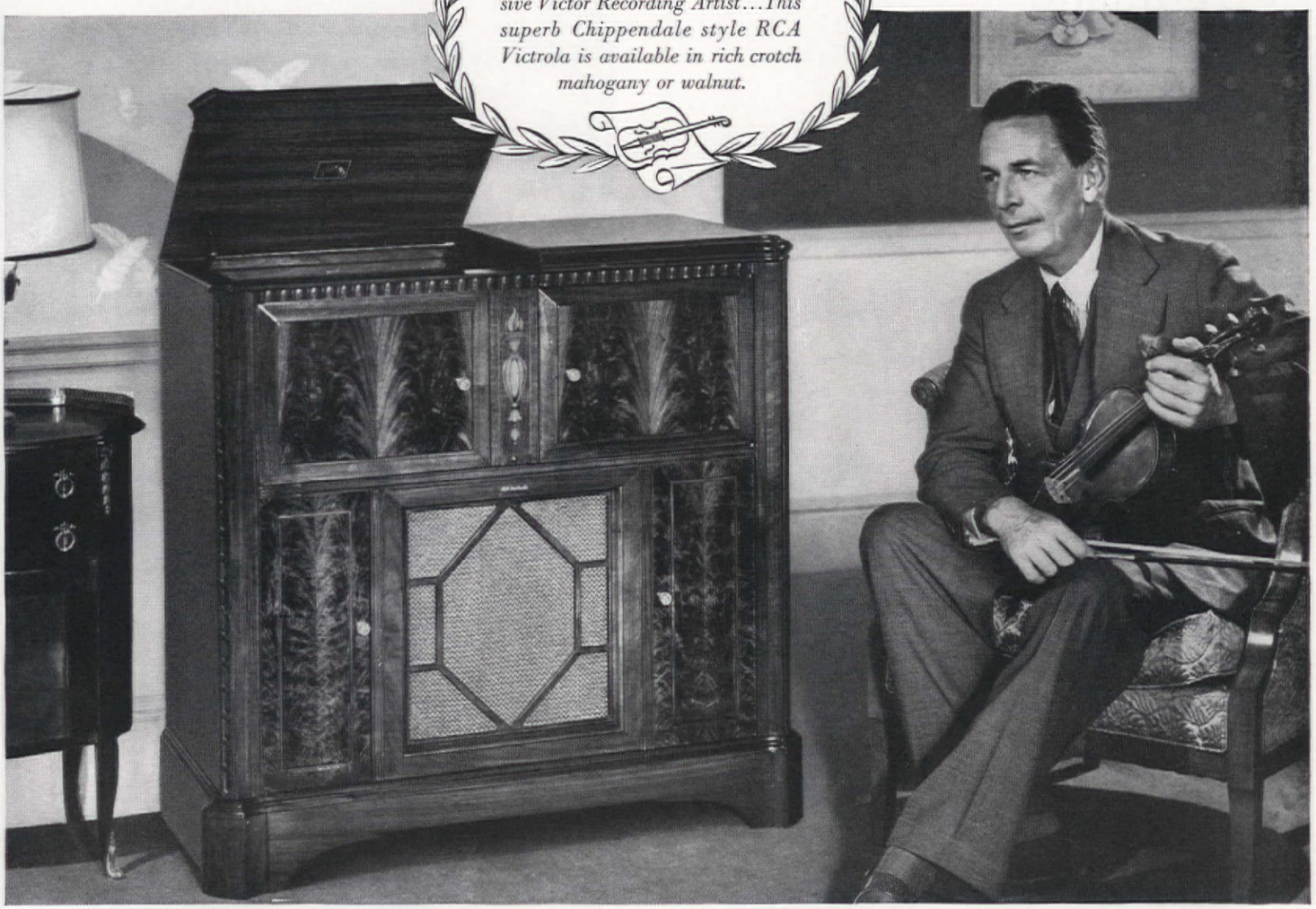
The breakfast room at the top of this page is one to start you off in a properly optimistic spirit. Look up and you see a blooming flower garden—wallpaper on the ceiling, that's what it is. The curtains are sheer ruffled organdy, admitting maximum light and view. What is sometimes considered "difficult" wall space between windows is made decorative and useful with shelves for toaster, percolator, and clock. The chairs are unpainted ones to be had for about four dollars tops; you make the slipcovers of any quilted cotton, edged with bright, heavy, moss fringe. You can buy a cheap table, paint it to match the walls, and there you are with a completely charming room.

Even if you'd just as soon eat breakfast in the dining room, think twice before you decide to do away with the space labeled "breakfast nook" on the house plans. For one thing, you might turn it into a combination office and sewing room; equip it with a table or desk, hanging shelves for reference books, hooks for scissors. That makes a perfect place to work on the budget, make out grocery lists, or run up a dress for Suzie while you're keeping an eye on the stew. If a garden room is something you've always wanted, this little nook near the back door is practically made to order. Have it all shelves for vases, seed catalogues, and general garden paraphernalia. You'll feel very grand with a special room just for arranging your home-grown flowers.



Harrie Wood

Chosen by Albert Spalding, exclusive Victor Recording Artist...This superb Chippendale style RCA Victrola is available in rich crotch mahogany or walnut.



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...THE GENUINE RCA VICTROLA

WHEN great artists, such as Albert Spalding, choose the new RCA Victrola for their own pleasure, it means much to you. It means that these marvelous instruments are approved by famous musical personalities, because they offer recorded music at its best, radio reception at its finest and cabinet beauty that pleases the most discriminating tastes.

Wide Choice of Models

Why not do as the great artists do—choose the genuine RCA Victrola for yourself? When you hear it, you may decide to choose the same instrument Mr. Spalding has chosen. But whichever one of the magnificent new models you select, you'll be sure of RCA Victor quality—superb performance, lifelike fidelity of tone and excellence of cabinet design. The one and only RCA Victrola will bring you and your family continual enjoyment and lasting satisfaction equalled by no other purchase.

Have a Demonstration

Compare the new RCA Victrola with any other phonograph-radio on performance, appearance and price. Your RCA Victor dealer is now displaying the complete line for 1941 in a thrilling variety of period styles.

VICTOR and BLUEBIRD RECORDS
The music you want when you want it

Mr. Albert Spalding, world-famous American violinist and composer, with his RCA Victrola, Deluxe Model, V-301. It has Deluxe Gentle Action Automatic Record Changer for uninterrupted record concerts... Exclusive RCA Victor Tone Guard, which traps out unwanted mechanical noise and makes purer, finer tone...New supersensitive speaker and audio system for full, rich tone at any volume ... Built-in Magic Loop Antenna plus special short-wave aerial...American and foreign radio reception with remarkable clearness and volume. Designed for use with Television and frequency modulation attachments. Price including $5.00 in Victor Records $275.00*

*Price f.o.b. Camden, N. J., subject to change without notice. Trademarks "Victor," "RCAVictor" and "Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

RCA Victor Preferred Type Tubes for finer radio performance.

GET THE GENUINE

"HIS MASTER'S VOICE"

RCA Victrola

COMBINES RECORD AND RADIO ENTERTAINMENT
A SERVICE OF THE RADIO CORPORATION OF AMERICA

FEW STAINS CAN RESIST *Ultra-refined* CLOROX

FREE FROM CAUSTIC

... Extra-Gentle on Linens!

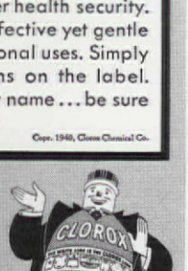


ALTHOUGH it seemed hopelessly stained, Ultra-refined Clorox made it white as new. Clorox quickly removes numerous ink, dye, medicine and other stubborn stains—even scorch, mildew—from white and color-fast cottons and linens. And Ultra-refined Clorox is extra-gentle . . . contains no caustic or other harsh substances which are damaging to fabrics.

Clorox also removes numerous stains in kitchen and bathroom cleansing—deodorizes, disinfects—assures greater health security. And Clorox is effective yet gentle in its many personal uses. Simply follow directions on the label. Always order by name . . . be sure you get Clorox.

Copr. 1940, Clorox Chemical Co.

NEW! SLENDERIZED BOTTLE WITH EASY-OFF CAP!



"When it's CLOROX-CLEAN it's hygienically clean!"

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

Ultra-refined **CLOROX**

BLEACHES • DEODORIZES • DISINFECTS
REMOVES NUMEROUS STAINS
...Even Scorch, Mildew

House $2,750
Lot $250
Landscaping $100
$3,100 for a Seven-room



THE present needs of a small family or a young couple just "going to housekeeping" would be comfortably taken care of in the finished living room, kitchen, two bedrooms, and bath of this neatly tailored little home. So would their probable future needs, because a stair and an upper floor, which has sufficient floor space and head room for two good size extra bedrooms are included too. The stair is ingeniously worked into small space by means of winding steps which shorten the stair run, give adequate head room, and permit nice closets for both first-floor bedrooms. A total of seven closets besides the kitchen cabinets and deep attic storage space is provided if the house is finished upstairs, certainly an exceptional amount of storage space for a house only 28'-0" wide x 24'-0" deep. The house is exceptional anyway in the livable interior, the practical equipment, the quality of construction, and the pleasing exterior it offers for such low cost.

Original plans were developed by Architect E. A. Ledwith for the United States Department of Commerce and were approved by the National Central Housing Committee in Washington. One of a number built at Brentwood-in-the-Pines, Long Island, New York, on quarter acre lots costing from $200 to $450, the developer improved on the original government plans by adding a cellar entrance, saving the homeowner the agony of getting ashes out through a window. The exterior is simple American farmhouse style with oyster white asbestos shingled walls and black asphalt shingled roof set off by a neat trellised entrance and sea-green window shutters and window boxes. The construction conforms to the requirements of Title II FHA mortgage insurance; insured loans were granted under this classification, requiring less down

Get these FIREPLACE FACTS before building



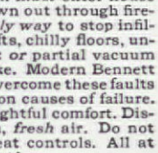
STOP infiltration of cold air

MODERN FRESH AIR UNIT

Avoid **SMOKE CHILLY DRAFTS COLD FLOORS**

Heat cold air which *must* enter house to replace that drawn out through fireplace chimney. *Only way* to stop infiltration . . . cold drafts, chilly floors, uneven temperatures: or partial vacuum . . . back draft, smoke. Modern Bennett "Fresh Air" Units overcome these faults plus 14 other common causes of failure. Provide *new* . . . delightful comfort. Distribute pure, warm, *fresh* air. Do not upset automatic heat controls. All at little or no extra cost!

Flexscreen FIREPLACE SPARK CURTAINS



New beauty, convenience, safety. Graceful curtains of flexible metal glide open, closed. Allow clear view of fire.

SEND COUPON for FREE LITERATURE

Bennett Fireplace Co.
1140 Wall St., Norwich, N. Y.
Please send free literature on
☐ Fireplace Principles and Units
☐ Flexscreen Spark Curtains

Name .....

Address .....

Going to build a fireplace? ☐ Yes ☐ No

FIREPLACE SPECIALISTS SINCE 1923

BENNETT *Guaranteed* FIREPLACES

Chaperone

KEEPS YOUR DOG OFF THE FURNITURE



Don't punish him for obeying natural instincts. Train him with Powder Chaperone.

Wonderful new powder protects chairs, rugs, beds, slippers, etc.

HARMLESS —doesn't show—odorless to humans



Just sprinkle Chaperone lightly on whatever you want to protect. Harmless. You don't see it, don't smell it. But your dog *does*—and keeps away. No more shedding hairs on rugs and furniture. No chewed up shoes, rubber curtains, etc. **SEND NO MONEY.** Order Chaperone, C. O. D., $1 plus postage for generous package—several months' supply. (Or *send* $1 and *we* pay postage.)

Sudbury Laboratory, Box112, So. Sudbury, Mass

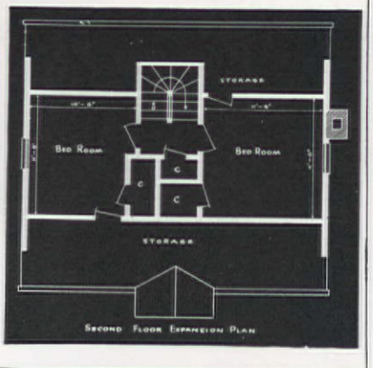


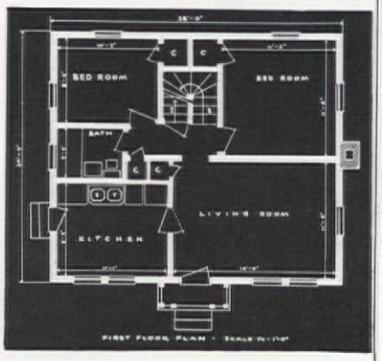
Brentpines Realty Corp.

payment than under FHA Title I. An alternate scheme for the interior which the developer expects to carry out in future houses is to finish the two upper bedrooms immediately and make the living room and adjoining bedroom one.

BUILDING DATA:

Foundations: Cement blocks. Full waterproofed basement. ***Walls:*** 12" x 24" asbestos shingles. ***Interior:*** Wallboard covered by patterned and textured wallpapers. ***Equipment:*** Kitchen cabinets, sink, bath tub and shower. ***Heating:*** Coal fired steam heat. Stove for hot water





future

KILL RATS WITHOUT POISON

YOUR MONEY BACK IF RATS DON'T DIE



K-R-O won't kill Livestock, Pets or Poultry; Gets Rats Every Time. K-R-O is made from *Red Squill*, a raticide recommended by U.S. Dept. Agr. (Bul. 1533). Ready-Mixed, for homes, 35¢ and $1.00; Powder, for farms, 75¢. All Drug and Seed Stores. Damage each rat does costs you $2.00 a year. K-R-O Co., Springfield, O.

K-R-O KILLS RATS ONLY

BRADLEY'S *New Book* ..of GAMES and PARTIES only 10¢ while they last!



GO TO THE HEAD OF THE CLASS - - $1.00

Uproarious "Little Red Schoolhouse Game," with "teacher's pet," Butch, Sammy and all the gang! Game of quiz and skill played with moving counters on colorful folding board.

● When it's your turn to give a party, be ready with new ideas. Make yours the hit-party of the year! It's easy—just get Bradley's New "Book of Games and Parties", written by noted authorities. 32 illustrated pages chockfull of unique, clever ideas for riotous parties, hilarious games for all ages and occasions—a complete fun-making guide. Limited edition. Send 10c (to cover mailing costs) to Milton Bradley Company, Box 28, Springfield, Mass.

See these other Famous Milton Bradley Game Hits

For Adults
Town Hall
Bolaroo
Plunder
Flibber McGee

For Children
Pinocchio
Tiddle Tower
Game of States

MILTON BRADLEY GAMES
Make Ideal Christmas Gifts



QUILT COLORS *LOOK SO MUCH* Brighter with Batting of Brilliant Whiteness

● When dull off-white batting shows through quilt covers, it robs them of color brightness. Super-white Mountain Mist makes them lookevenlovelier. It makes finer stitching and evener, puffier quilting so much easier too. And it's even puffier after washing! Full 81x96 inch seamless sheet needs no stretching. Won't pull thick and thin. "Glazene" makes it handle like cloth—holds perfectly even, all over thickness. Buy Mountain Mist at dry goods and department stores everywhere.





GOODWILL OFFER: Send only 10c for 10 perforated full size quilting patterns and Quilters' Guide full of valuable pointers. Address:

Stearns & Foster Co., Dept. R-155, Lockland, Cincinnati, Ohio.

MOUNTAIN MIST *Quilt Cotton*



PARD-LITE!

FOR ONLY 15¢ AND LABELS FROM 3 CANS OF PARD

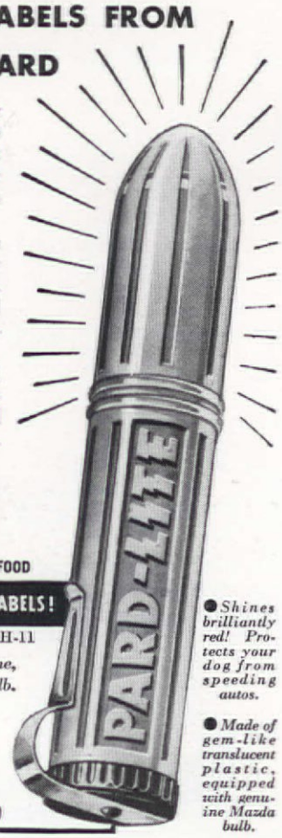
●The glowing red beam of his Pard Lite locates your dog instantly for you! Just clip on his Pard Lite before you let him out after dark. He'll strut with pride—a regular stop light to autos when he darts across the street.

The Pard Lite is after-dark protection your dog *really needs!* And it's yours now for only 15¢ and labels from 3 cans of Pard. Comes complete with Mazda bulb and battery that are replaceable at your flashlight dealer's.

Use the coupon now! After December 1 the Pard Lite will be available only through retail stores at full retail prices.



PARD
...SWIFT & COMPANY'S
NUTRITIONALLY BALANCED DOG FOOD



●*Shines brilliantly red! Protects your dog from speeding autos.*

●*Made of gem-like translucent plastic, equipped with genuine Mazda bulb.*

FILL OUT AND SEND IN WITH 15¢ AND 3 PARD LABELS!

Swift & Company, Box U, Chicago, Illinois AH-11

Gentlemen: I enclose 15¢ and 3 Pard labels. Please send me, postpaid, my Pard Lite—complete with battery and bulb.

Name .....

Address .....

City ..... *State* .....

(This offer good only in the U. S. A. Expires December 1, 1940)

Hey Mom !..
better get Delsey
today !



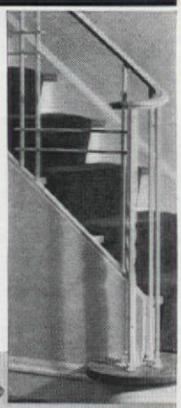
DELSEY TOILET PAPER

Soft like Kleenex

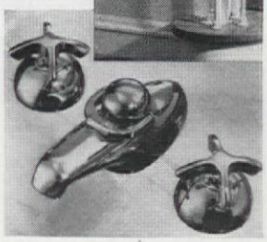
3 ROLLS FOR 25¢... DOUBLE-PLY FOR EXTRA STRENGTH

★ TRADE MARKS REG. U.S. PAT. OFF.

Major and Minor



STEEL stairs made as units are readily incorporated into average houses with excellent decorative effect. Fire and decay proof. Central Ornamental Iron.



SMART, streamlined easily grasped washstand fixtures are chromium finished, strongly constructed. Faucet handles, supply spout, waste drain control are shown. All are from Crane.



OPERATED just by plugging into suitable electric outlet, this new electric home water system sells for $57.50. Fairbanks-Morse.



CONTROLS and mixing spout are installed at an angle in this washstand with chromium legs and bars for handy towels. Built-in soap dish, shelf for bottle storage. Crane.



READY-made wood window unit, complete with frame and glazed sash, has weatherstrip and metal sash track built in. Provides insulation and paint free, non-stick contact. N. S. W. Co.

IDEA!



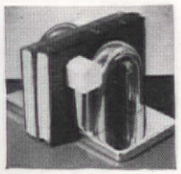
W. P. TYLER

A BED FOR $3.50? That's what this is! Plywood was the material used, and it did a very satisfactory job. Both the head and foot boards are mattress height, painted white, so the bed doesn't look large in a small room.

For this simple bed a pleasantly inexpensive spread was exactly right. It is white chintz with three bands of bright red around the sides and footboard end. (Easy to make, but effective!) Two bed pillows, smartly covered in deep blue percale so they are decorative in daytime as well as ready to be put in their regulation slips at night, stand against the wall. In front of them are two square red pillows, piped in white to fit in with the color scheme.

Carrying out the spread motif in reverse are the draperies, of red chintz banded with white. The small chest of drawers, very useful for extra storage space, is painted white to match the bed. Plaid rugs finish a pleasant room.

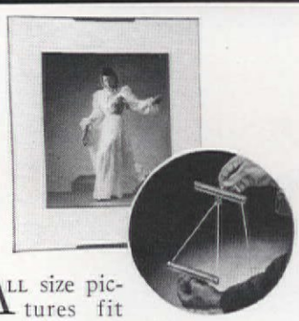
Major and Minor



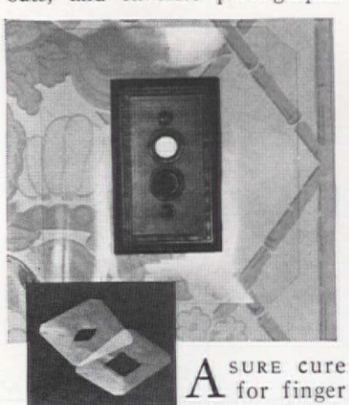
THESE calm, shining elephants will guard your books! Their well-groomed metal bodies are polished brass or nickel, their heads and trunks of smooth white plastic. Chase.



A REALLY beautiful lamp: hand-turned primavera base, natural honan fabric shade with puff trim at bottom. A. J. VanDugteren



ALL size pictures fit into Braquettes, making smart, easily changed frames. Wonderful idea for hanging fine old prints, magazine cut-outs, and favorite photographs.



A SURE cure for finger prints and dirty smudges around the light switches: practically invisible, neat little wall guards of transparent plastic. They're easily inserted under the switch plate, can be quickly wiped off with a damp cloth. Smith and Motz.



HERE is an inexpensive table that can take practically anything: you can spill drinks, wash it, even stand on its leather effect top! Holders are useful for glasses or as ash trays. Shwayder.

IDEA!



Lord & Burnham

YOU want more plants in your home more of the time but are not in a position to build even a small conservatory or greenhouse? Then how about this recently perfected $85 "window greenhouse"? The sturdy structural steel frame that supports three metal shelves is bolted or screwed to the house right over an existing window, the sash being removed or left in as you like. Caulking material on the frame makes a weather-tight bond with shingle, clapboard, stucco, or brick surface, so heat is conserved, whether supplied from within, by an overhead Mazda lamp, or a lead-covered, hotbed-heating unit at the bottom. The large panes admit abundant light; or two can be replaced with metal screens in summer to supplement the metal ventilators.

"DON'T PUT A COLD IN YOUR POCKET"

MY SWEETHEART CRIED, AS I STUFFED A DAMP HANKIE IN MY POCKET. SO NOW I'M SMART... IT'S NOTHING BUT SOFT, IMMACULATE KLEENEX FOR ME! USE EACH SHEET ONCE -- DESTROY IT.

(*from a letter by* M. G., Baton Rouge, La.)



"Tell me Another" *says* KLEENEX* *and win* $5.00

for every "Kleenex True Confession" published. Mail to KLEENEX at 919 North Michigan Avenue, Chicago, Ill.



After the Bawl is Over...

THERE'S NOTHING LIKE EASY-ON-THE-SKIN KLEENEX TO HELP REPAIR MAKE-UP AFTER A GOOD CRY AT THE MOVIES.

(*from a letter by* M. E. L., Knoxville, Tenn.)



I Keep my POP Clean...

WHENEVER I REFRESH WITH SODA POP, I ALWAYS WIPE THE BOTTLE NECK FIRST WITH KLEENEX.

(*from a letter by* H. M. S., Minneapolis, Minn.)



GOOD GRAVY!!!

I DRIPPED GREASE ON MY NEW DRESS JUST BEFORE A DATE -- BUT I PUT SEVERAL THICKNESSES OF KLEENEX ON THE SPOTS AND PRESSED WITH A HOT IRON. PRESTO -- LIKE NEW AGAIN!

(*from a letter by* C. E., Key West, Fla.)



IF I WERE ON A DESERT ISLAND...

I'D HATE TO BE WITHOUT KLEENEX FOR HANDKERCHIEFS ...TO REMOVE FACE CREAM ... TO TAKE WORMS OFF HOOKS (!) ...TO CLEAN OFF PLATES.

(*from a letter by* I. G. W., Wilmington, Del.)

Adopt the Kleenex *Habit*

KLEENEX* DISPOSABLE TISSUES (*Trade Mark Reg. U. S. Pat. Off.)



Collect and Respect It!



AGNES L. SASSCIER

PAINTED tin, or tole, may be a lowly metal, but even a novice in the Elysian fields of collecting should appreciate it. From the 17th century on into the 19th century, its beauty held the attention of such art patrons as Louis XV and several members of the English royal family as well.

Like many successful products, it was invented as an inexpensive substitute for a too costly one. Oriental lacquered ware was beyond the means of many of its admirers, so experiments were carried on by Thomas Algood at Pontypool, Wales, about 1660. His research was rewarded by the perfecting of a superior varnish, but since it could not take the place of Oriental lacquers on wood, further research went on at Pontypool. Thinly rolled sheets of iron, tinned, were found to take the varnish for decorative purposes.

In the late 17th century the sons of Thomas Algood started a japanning business. In 1761 one of his grandsons opened a rival factory at Usk, Wales. Pontypool and Usk retained the secret formula of the varnish, which was never equaled by any other factory in the world.

Painted tin was exported to the United States. So favorable was its reception here that in the early 1800's tinware factories were set up in New England, Pennsylvania, and later in Ohio.

My own collection is representative of these factories. While many of the pieces seem to bear the same general characteristics, there are differences. For instance, the Pennsylvania pieces glow in brilliant reds, blues, yellows, and greens, picked out with myriad black or yellow dots. Stiff little tulips, roses, and pomegranates are the most common patterns. On the other hand, New England pieces have sweeping lines, floral formations, and lighter colors. Ohio pieces are a blending of both, due to constant migrations.

I have found painted tin made for almost every conceivable purpose, with background colors varying from bronze to blue. The collection includes coffee and tea pots, one of which is a rare side-pourer, bread and fruit baskets, trays, boxes of all sizes, tea caddies, a painted tin inkwell. One unusual piece is a small lantern that folds compactly into the shape of a book. Toys are not so easily come upon, but I have collected a locomotive, a schoolhouse bank, and a tiny red dustpan.

The pieces of Pontypool, Usk, Birmingham, and other Old-World factories are reminiscent of elegant and leisurely living. One fine example is the coffee biggin shown. It is of black japanning, done in the Oriental manner, of the early 1800 period. The oval tea kettle shown is an early gem of its kind. It has the coveted pierced gallery, and the handle and spout are perfectly balanced. Japanning is of rich brown, under-coloring's ruby, and there's a miniature landscape in the oval.

In many museums you will see painted tin accessories in authentic period rooms. The Chicago Historical Museum and the Milwaukee Museum have a small but representative collection on display.



When You need those Extra, Warm Blankets...

These Specifications appear on the Label of the CHATHAM RONDA

CONSTRUCTION: 100% pure wool. The filling yarns (the nap of the blanket) are about 60% by weight, and the strong warp yarns are about 40% by weight.

SIZE AND WEIGHT: 72 × 84 inches, double-bed size. This blanket weighs four pounds, or about 13.8 ounces per square yard of blanket fabric.

BINDING: This blanket is bound with rayon acetate satin. It has been tested for durability in a commercial laundry and found to outlast 10 regular washings.

WARMTH: This fabric retains heat with a rating of 117 points as measured for thermal transmission. (100 points is average for 100%-wool, 3½-pound, single blanket.)

STRENGTH: Tensile strength, tests by "grab" method with a Scott Tester on this fabric have averaged 50 pounds for the warp and 22 pounds for the filling.

COLOR: This blanket will retain its color for the life of the blanket, if properly washed according to the instructions printed on this label.

Here's a Sensible New Way to Buy Them . . . and to Save Time, "Shopping Around" — and Money, too!

When buying blankets this Fall, you'll find that the new Chatham "Selection Cabinet" provides a welcome relief from the usual method of "shopping around" and comparing values. For this ingenious, counter-sized cabinet has made an immediate hit with women who value their time and energy and want to *know* what they are buying.

Here you'll find not only full-sized blankets, but also large "feeler" swatches of *every* 1940 Chatham Blanket . . . swatches of every color, too, as a guide in fitting your blankets into their decorative backgrounds. Here, too, you'll find a *complete* line from which to choose and the suggested uses for each blanket—from guest room to servants' quarters. And most important of all, you'll find in this new buying method *All the Facts you'd like to know* about a blanket, stated in simple, understandable language. At the left is a typical example of the "Specifications" printed on every Chatham label.

There's no "guesswork" in buying blankets in this modern way. You'll save money as well as time, for Chatham offers outstanding dollar-for-dollar *value*, whether your requirements call for inexpensive, part-wool blankets or the loveliest, warmest and most luxurious blankets that over 60 years of experience can produce. Prices from $1.95 to $12.95. • • •

If you do not know what store in your vicinity features the new Chatham "Selection Cabinet," write to Dept. K, The Chatham Mfg. Co., 57 Worth St., N. Y. City. Mills are at Elkin, N. C.

The Chatham Ronda is a heavy-weight, all-wool, "luxury" blanket which sells for about $11.00.

Direct-color photograph by NICKOLAS MURAY at Hampshire House.

CHATHAM·BLANKETS

This month it's a bride's shower!

F. M. Demarest

THERE IS something new in parties! When a bride entertains a bride-elect at a "menu" party that's something to write THE AMERICAN HOME about! And now we pass this grand idea along to you.

A recent bride knows only too well how she felt those first weeks right after her marriage when housekeeping was a forbidding labyrinth and right at the darkest moment her husband called her just before he left the office saying, "Honey, I'm bringing Fred home. I knew it would be O. K."

Poor Virginia! She probably had a couple of chops on hand! And what young bride with no kitchen experience can think on the spur of the moment? She'd have given anything to have had somebody around to tell her what to do and how to do it in a hurry for this unexpected guest. But there were no suggestions—and if there had been she probably wouldn't have had the necessary ingredients to compose the menu. Out of this very ordinary bridal dilemma came the inspiration for Virginia's unique party to honor her cousin who was planning to be married.



Amusing Halloween decorations from your American Home Menu Maker

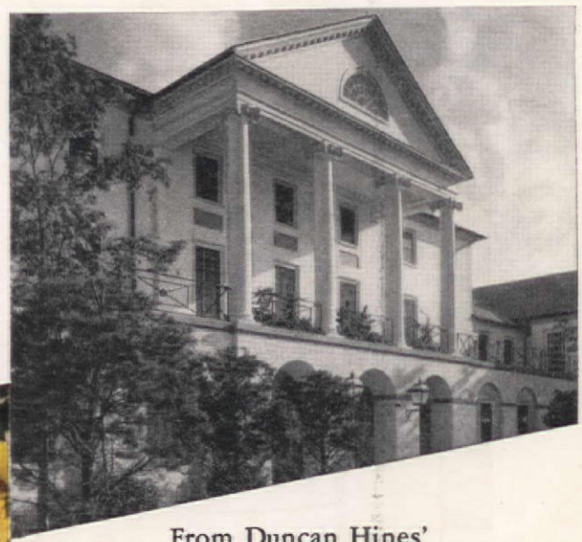
At the Williamsburg Inn



CANDIED APPLE RINGS WITH BACON...

SWIFT'S PREMIUM BACON





From Duncan Hines'
"ADVENTURES IN GOOD EATING"

. . . the famous directory of fine eating places along the highways of America

WILLIAMSBURG, VA. Williamsburg Inn

Route 60 . . . 50 Mi. E. of Richmond. Open all year. *Here in the heart of the historic Virginia Peninsula is the Colonial capitol, restored to its appearance during the 18th century . . . you will enjoy staying at the new Inn. Spacious rooms, complete appointments, all the charm of a superb country inn in a truly unique setting. Southern cooking of the highest standard.*

IT JUST stands to reason that Swift's Premium Bacon would be served at the Williamsburg Inn. For visitors gather there from every state, and Swift's Premium is the bacon all America prefers.

In a nation-wide poll on "What's the best brand of bacon?" Swift's Premium actually got more votes than the next *seven* brands *combined!*

Swift's Premium is the bacon with the famous "sweet smoke taste," a flavor deliciously mild yet full of "come on." No other bacon has it, for no other gets Swift's secret Sugar Cure and special Smoking in Ovens.

Tomorrow, try Swift's Premium Bacon and these candied apple rings.

The bacon America votes best!

In a nation-wide poll made by the Psychological Corporation, thousands of women were asked "What's the best bacon?" Swift's Premium got more votes than the next seven brands combined!



"Sweet Smoke Taste" from Swift's secret Sugar Cure and special Smoking in Ovens

ILLIAMSBURG INN APPLE RINGS AND BACON. Pan slices of Swift's Premium Bacon slowly, turning frequently. ain on absorbent paper. For 12 slices of bacon, core but do t peel 3 red apples and cut in ½ inch slices. Brown lightly both sides in bacon fat. Pour ⅓ cup sugar over slices and ste until candied. Add ¼ cup water, cover and let cook til apples are just tender. If desired, sprinkle with red sugar. range with the bacon on hot platter. Garnish with parsley.



EMEMBER, THE MEAT MAKES THE MEAL

Copr. 1940 by Swift & Company

SAY SWIFT'S PREMIUM FOR THE FINEST MEATS:

Bacon · Ham · Beef · Lamb · Poultry
Veal · Frankfurts · Table-Ready Meats

"How I Give My Family a Great Modern *Extra Advantage*"



I'm Serving Them the New "Vitamin Rain" Breakfast Food

. . . IT'S THE DELICIOUS NEW QUAKER PUFFED WHEAT AND RICE









Mighty Grand, I'll say, since they've found a way to shower the delicious new Quaker Puffed Wheat and Rice with important vitamins B_1, D and G. Why, that marvelous "Vitamin Rain" idea doesn't cost me a cent more—yet it helps make key vitamin protection for my family so simple and easy. It's this way...



Just Think! I simply serve either the new Quaker Puffed Wheat or the Rice with a favorite fruit and our usual glass of fresh milk. This means that we get nearly half of our minimum daily needs of those key vitamins, every morning—in a meal that's deliciously satisfying for everybody . .



It's an Extra Advantage for the Children. For, like all modern mothers, I know key vitamins are so vitally important to every growing youngster for encouraging the sturdy growth, good development, healthy nerves and alert minds which every mother wants her children to have.







Lots of Energy and Sound Nerves rate high with us, too. I'm a stickler for looking my best—and Dad's old gray matter just must keep working right these days. Yes, vitamins do count big. Seems this new "Vitamin Rain" breakfast food is just what my whole family needs. It makes possible such a real Modern Extra Advantage!

ONLY THE NEW QUAKER PUFFED WHEAT AND RICE BRING YOU "VITAMIN RAIN"!

*Imagine! Thanks to Quaker's "Vitamin Rain" process, all you do is serve the New Quaker Puffed Wheat or Rice with milk and your usual fruit.

This marvelously tempting breakfast combination provides at least 40% of the minimum daily requirements of these five key vitamins—A-B_1-C-D and G! It's possible because "Vitamin Rain" supplies measured portions of vitamins B_1-D and G, and is supplemented by the vitamin content of the fruit and milk.

Make sure your family is getting this modern extra advantage of key vitamins, so necessary to sound bodies, keen minds, good looks—and at no extra cost! Remember to ask your grocer for the New Quaker Puffed Wheat and Rice today.



Famous for flavor, the New Quaker Puffed Wheat and Rice now bring "Vitamin Rain" besides! Always in the light-proof red and blue box to protect vitamin value and crispness.

Copyright 1940, by The Quaker Oats Company

WITH MILK AND FRUIT YOUR Vitamin BREAKFAST

The New QUAKER PUFFED WHEAT AND RICE

Each guest brought her favorite thirty-minute supper menu—new party idea!

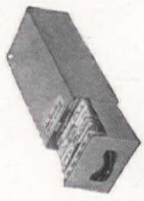
When we say that the party was a shower, don't shudder! It wasn't the kind of shower like those where the same little group of the bride's close friends is called on a dozen times during the pre-nuptial parties to give expensive gifts like stockings, linens, and kitchen utensils. To this shower each guest was asked to bring a *menu* for a last-minute supper, a can containing one of the items listed on the menu, and a guarantee that the meal could be prepared in a jiffy after-husband-has-called-and-informed-wife-about-unexpected-guest-on-way.

Course by course, the plan of each menu was read aloud for the bride-elect and each guest carefully explained how it could be completed easily in thirty minutes. The guests all declared they'd tested these menus many times, and the result of following directions would be delicious last-minute suppers for friend husband and his last-minute guests, that would taste as though they had been planned days in advance.

Toward the end of the party, which was in the form of a luncheon, a grocery gocart (you know the thing you push around in the self-service stores) was presented to the bride-elect. It was filled with canned goods for each menu prescribed by her friends, and as a final tribute to the honor guest, the hostess gave her the table centerpiece—a monogrammed AMERICAN HOME Menu Maker to keep her menus and recipes in.—SUSAN JONES MEDLOCK.

[If the party should be given by the bride's mother it would be an amusing way to give the china and glass and silver, each monogrammed, and the fine bold striped chintz tablecloth and napkins such as those shown in the illustration of the table on page 76 which Bloomingdale's helped us arrange. Showers really have got to be a tremendous nuisance in lots of places and that seems too bad. Nobody wants to feel either bored or put upon by the pre-wedding parties for any "sweet young thing" and so here's another idea about how to deal with the menace, how to give a shower for a bride and while still keeping it a party not let it get so out of hand that it's just one more "thing" you have to go to for So-and-So.

• bride's shower luncheon menus



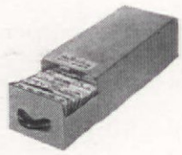
Fruit Appetizer Plate
*Chicken Magnolia
*Sliced Pickled Beet Molded Salad
Roll Slices Toasted with Parmesan Cheese
Curly Celery
Olives
*Coeur à la Crême
Coffee
Mints

• • •

*Oyster Bisque
Toasted Sally Crackers
*Salad Sandwich Loaf
Hot Rolls
Coffee
*Peppermint Roll
Currant Jelly
Assorted Nuts

*Recipe from The American Home Basic File

• broiled ham and candied sweet potatoes



BROIL for 10 minutes in preheated broiling oven 3 inches from heat ..... 1 slice (1½ inches thick) table-ready ham

Cut in slices, ½ inch thick..... 1 can sweet potatoes
Cover with .....½ cup dark brown sugar mixed with ¼ teaspoon powdered cloves

Dot with .....1½ tablespoons butter

Turn ham after broiling for 10 minutes. Place sweet potatoes on grid with ham or in broiling pan under the ham. Broil 10 minutes longer. Serve immediately. Serves 4.

Tested in THE AMERICAN HOME KITCHEN

• oyster and mushroom barbecue



30-minute supper

Frappéd Orange Juice
Mint Garnish

Oyster-Mushroom Barbecue

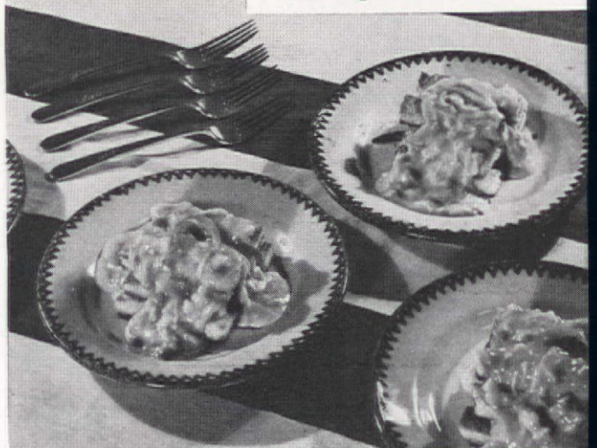
Julienne Green Beans

Hot Biscuits—Honey

Canned Peeled Apricots

Coffee

• crabmeat-sherry on log-cabin toast



30-minute supper

Tomato-Lime Juice

Crabmeat-Sherry, on Log-Cabin Toast

Buttered Peas

Spiced Peaches

Figs à la Mode

Coffee

• spaghetti with sizzled beef



30-minute supper

Spaghetti and Sizzled Beef

Buttered Green Vegetable

Salad Bowl
Mixed Greens
French Dressing

Assorted Rolls
Apple Butter

Canned Fig Pudding

Recipe printed on back of each photograph *Demarest*

30-minute supper

Spicy Pineapple Juice

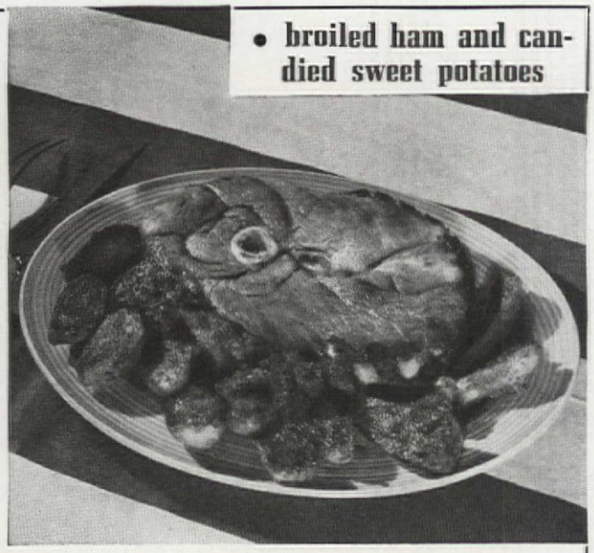
Broiled Ham

Candied Canned Sweet Potatoes

Hot Biscuits

Crisp Lettuce Roquefort Dressing

Ice Cream Preserved Strawberries



• broiled ham and candied sweet potatoes

• oyster and mushroom barbecue

SAUTÉ for 5 minutes.....24 large white mushroom caps in 3 tablespoons butter

Roll .....16 large oysters in ½ cup grated Parmesan cheese

Place mushrooms and oysters alternately on 8 steel skewers, allowing 3 mushrooms and 2 oysters for each skewer. If the oysters are very large, double over to compare in size with mushrooms. Place in shallow drip pan. Preheat broiling compartment for 10 minutes. Place drip pan on grid 2 inches from heat and broil for 4 minutes, turning once during broiling process.

Serve at once by sliding oysters and mushrooms off skewers onto strips of buttered toast, 3" by 2". Pour 1 teaspoon sherry wine over each barbecue. Serves 4.

Tested in THE AMERICAN HOME KITCHEN

• crabmeat-sherry on log-cabin toast

COMBINE, mix well and heat, but do not boil.....1 can condensed asparagus soup
1 can condensed cream of mushroom soup
½ cup cream
1⅓ cups (1 6½ oz. can) flaked crabmeat

Add, before serving.....2½ tablespoons cooking sherry

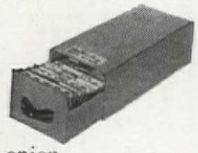
Serve over .....Log-cabin toast

Garnish with .....Pimiento strips

Log Cabin Toast. Trim crusts from 8 slices of bread; cut each slice into 4 narrow strips. Toast lightly on both sides; butter. Place 3 strips on plate, lay 3 more strips crosswise over these, then top with 2 strips. Serves 4.

Tested in THE AMERICAN HOME KITCHEN

• spaghetti with sizzled beef



COOK until tender.....⅓ cup finely chopped onion
⅓ cup finely chopped green pepper in 3 tablespoons butter

Stir in and cook until browned.....¾ cup finely shredded dried beef

Add ..... 1 large (24 oz.) can or 3 cups spaghetti cooked in tomato sauce

Season with .....Pepper

Heat only until spaghetti is heated through. Serve on platter garnished with parsley and ripe olives. Serves 4.

Tested in THE AMERICAN HOME KITCHEN

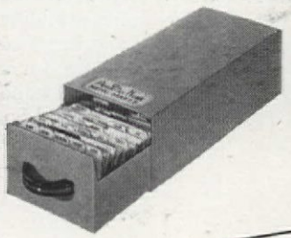
Photograph printed on back of each recipe

Give a luncheon—a small one with a simple menu, nothing too difficult about that—and after lunch you might adopt or vary the following plan sent to us by Mrs. Harrison.—Editors]

"I HAVE just been to the last shower for the last bride of the season," I said in answer to an inquiry from the Head Man at dinner. I added somewhat dourly, "I have been to ten showers for four brides this spring. I have given everything from useless kitchen utensils to crystal goblets and expensive hose. I have decided to form a Committee of One for the Drying up of Bridal Showers." The Head Man is always amused at my ideas for Committees of One and inquired about the progress of said committee. I had an idea—which I soon put into practice.

Bridal showers have irked me somewhat for years. If I know the bride intimately, I hope to give her a really suitable gift. If I don't know her well, I feel slightly imposed on when asked to a "stocking shower"—stockings being a personal budget hurdle anyway.

So now when I feel the urge to give a shower, I give a dish towel party instead. No more asking people who can afford one more shower or who know the bride well—and no more 5-and-10 showers either! I ask any number of mutual friends and cut off from my towel bolt half that number of towels. As the mystified guests arrive, they are started hemming the towels. Then I divide them in couples by handing out slips of paper with one half of a "famous lovers' couple" on each, all the way from Anthony and Cleopatra to Maggie and Jiggs. They are then given paper and pencil and each pair writes a telegram of advice or good wishes to the bride, using the letters of her name (and her fiance's, too, if short enough) as the initial letters of the words. My last party was for "Anna, Harold," with some of the following results, "After Nifty Nuptials, Anna, How About Rolling Out Large Doughnuts?," "Among Newport Natives, Anna, Harold, Achieve Real Old Love Divine" and "At Noon Never Argue. Husbands Are Rabid On Late Dinners." The telegrams are then read and hilariously approved. Then they are printed artistically in pencil on the towels, each couple autographing their own. The towels are now gone over with indelible ink in the kitchen. (I launder them myself the next day and send them to the bride.)—MRS. CARTER HARRISON



• afternoon shower parties

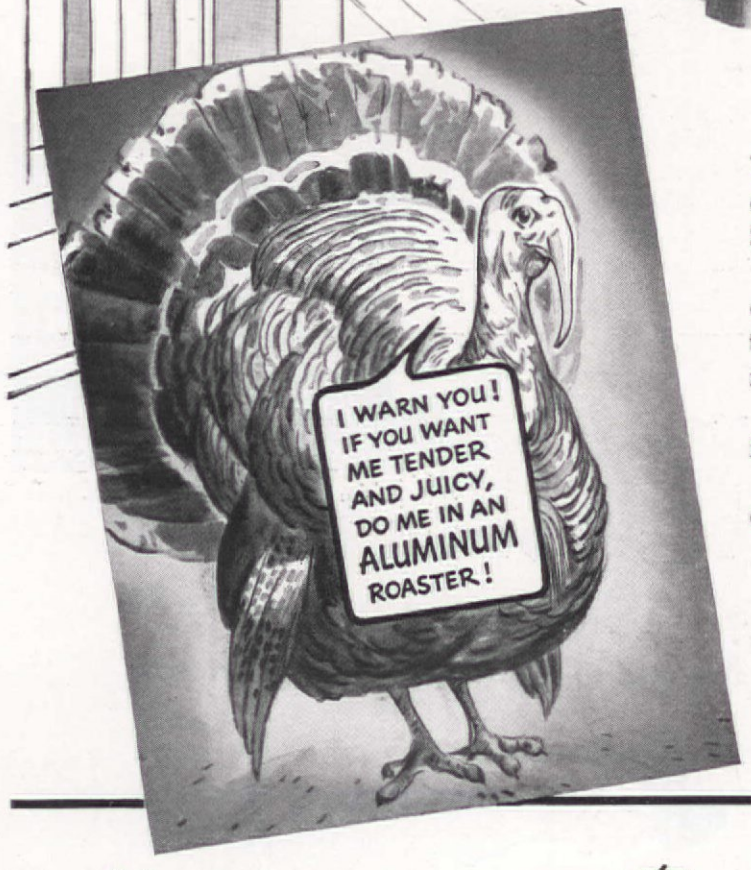
***Frozen Cheese and Fruit Salad**
Salted Nuts
***Toasted Mushroom Sandwiches**
Coffee
***Chocolate Fudge**

• • •

Fruit Salad de Luxe
Mold bananas, grapes, cherries and canned pineapple in prepared gelatin; when cool add whipped cream. Mold in individual molds.)
Salted Nuts
***Ribbon Sandwich Loaf**
***Pineapple Sherbet-Crème de Menthe**
Coffee
Chocolate Tea Cakes

**Recipe from The American Home Basic File*





IT'S time to talk turkey, and how to roast it.

Having even heat throughout the roaster is most important. That's where Aluminum roasters excel. They distribute heat evenly and the bird roasts properly at the top, bottom and sides. Stays juicier, more tender, and is beautifully browned.

And don't forget the rest of your Thanksgiving dinner . . the cranberry sauce, stuffing, vegetables and pie. They'll taste better, too, done in Aluminum, the friendly-to-food utensils that retain natural food flavor and healthful vitamins.

Seven out of eight women cook in Aluminum utensils. Their favorite make is Wear-Ever, the standard of quality for 40 years.

If you wish to know where to buy Wear-Ever, write The Aluminum Cooking Utensil Co., 1611 Wear-Ever Bldg., New Kensington, Pa.

Your thousand meals a year deserve up-to-date Aluminum Cooking Utensils

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

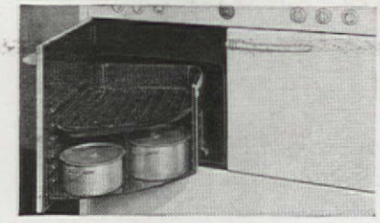
Aluminum at its Best: WEAR-EVER TAC ALUMINUM UCO TRADE MARK REG. U.S. PAT OFF. "Wear-Ever"



Ladies! Don't Faint!

but here for the first time is a gas range built as you would have designed it yourself!





FAMOUS SWING-OUT BROILER is now large enough to broil the biggest he-man size steak you ever tasted. And there's a big warming compartment beneath! Serve sizzling steaks and piping hot vegetables!



YOU'LL LOVE the self-lighting burners, now spaced wide enough so you can use your largest pots and pans without crowding. Burner covers come flush with cooking top. Convenient divided cooking top.

It's the new "All-American" Magic Chef!

Have your own way at last. We put 615 cooking experts to work finding out everything every woman wants in a gas range. The all-new "All-American" Magic Chef is the result! Super-size oven. Bigger swing-out broiler. Twelve new features you'll want, plus the famous Red Wheel oven control. See it at your gas company or dealer's today. (If you live beyond the gas mains, Magic Chef and Pyrofax Tank Gas Service are available east of the Rockies.)



COPYRIGHT 1940, AMERICAN STOVE CO.

WOMEN ASKED FOR EVERY ONE OF THESE 12 IMPORTANT NEW FEATURES

1. Practical size for all cooking needs.
2. Super-size oven—18 inches wide, 20 inches deep, 14 inches high.
3. Bigger swing-out broiler, deeper and wider.
4. Big warming space under broiler pan.
5. Burners spaced wide enough for four 12-inch utensils.
6. Two disappearing plate-warming shelves.
7. Burner grates level with working surface.
8. Coveralls fit flush with cooking top.
9. Single streamlined drawer for utensils.
10. Chrome plated lamp. New Minute Minder.
11. Easy-to-clean-under open front base.
12. Extra high back-guard to protect wall.

And it is completely automatic! Has all the regular Magic Chef features besides those listed above. American Stove Co., Chouteau Ave., St. Louis, Mo.

JOIN THE SWING TO GAS! More than 16,000,000 women cook with gas, The Magic Flame. New CP (*Certified Performance*) Magic Chefs save time, save food, save money.

SAVE WITH A *Magic Chef*

THE "RED WHEEL" GAS RANGE WITH THE LIFETIME BURNER GUARANTEE

Halloween



HALLOWEEN always means a lively party and is the first excuse for an indoor gathering following a summer of hot dogs and hamburgers. Nature contributes so generously with decorations at this time of year that the house can really be very gay.

You can easily transform your whole first floor into a regular corn field with corn stalks stacked here and there, and grinning pumpkin jack-o'-lanterns gleaming from every available space. (Be sure they are in places where there's no danger of fire.) Bank autumn leaves with bittersweet or winter berries on a mantel, on bookshelves, or on deep window sills. Jack-o'-lanterns are also effective here. Figures of witches placed about the house lend an eerie atmosphere.

Invitations for Halloween should be as informal as possible. The best ones are made from regular one-cent post cards. Draw a jack-o'-lantern, witch, ghost, or cat in one corner. Any one of these figures could be traced and cut from black, orange, or dead white paper and pasted to the card. Or, better yet, you might be able to find stickers of this type all ready to paste on. In most irregular lettering, print an invitation like the one shown above.

Halloween Gambol
at the Smiths
200 Laughlin Road, Bloomingdale
on October 31--At the stroke of 7 appear in costume and mask ready to partake of the Witches' Halloween meal
No admittance without this card!!



RUBY PRICE WEEKS

On the night of the party have someone made up as an old stooped witch open the door and take the card, then with an old, worn-down broom point the way to the dressing rooms—two of the bedrooms set aside for that use. At first there will be silence as everyone will hesitate to speak. When all the guests have arrived

Gambol for Frown-ups!

the hostess will line up all the women behind a curtain in a doorway with only their feet showing. The men must then choose supper partners by their feet. And there will be some interesting pairs! Then direct them to the dining room where a gaily decorated, well-filled buffet table will be in readiness.

For a centerpiece arrange a jack-o'-lantern on either a mirror or sheet of clear Cellophane (the latter to protect the table) with two papier-mâché black cats at opposite corners. Around the pumpkin arrange ears of both red and yellow corn with the husks partly turned back. At the ends of the table place two black candles in holders made from ears of corn. To make them stand level, remove about four rows of kernels along the entire length of one side. Then take six or eight kernels from the center of the opposite side to make a space large enough to hold the candle. With a sharp knife cut a hole in the cob



so that each candle will fit. Pour hot paraffin around and hold straight until perfectly firm. At one end of the table have the main dishes of food with piles of plates upon which it's to be served. At the other, have a huge container of coffee with cups and saucers.

While the guests are serving themselves, card tables, previously set with either black lunch cloths and orange napkins, or orange cloths and black napkins, may be carried into the living room. (Paper Halloween napkins and table covers may be used in place of linen if you prefer.) Light the center of each table with either a tiny jack-o'-lantern or a black candle in a corn holder like those in the dining room.

At a word from the hostess, everyone will unmask. For supper serve:

Ghost Salad

(Waldorf Salad in jellied ground-carrot and pineapple ring with a tiny figure of a ghost cut from paper and stuck in top)

Jack-O'-Lantern Ghost Cake

(White cake with coconut frosting and a face made on each piece with tiny raisins for eyes, nose, and mouth.)

The type of entertainment depends upon the interests of the crowd. However, regular Halloween stunts are still best for this one night—ducking for apples, attempting to eat a doughnut suspended by a string, throwing an apple peeling over the shoulder to learn the first initial of your lover, or looking in a mirror for the face of your future husband. But if most of the guests are married, they will enjoy such games as getting the greatest number of words from the word Halloween. And there are always table games like Bingo or Chinese Checkers.

To finish the evening have a grotesque witch sitting in a dark corner bending over a caldron foretelling the future. Have someone who knows the people present, but is not recognized by them. Let only good things be predicted. Fortunes are always fun if not taken too seriously!

IT'S A JOY TO PREPARE FOODS WITH A HAMILTON BEACH



HAMILTON BEACH

THE *Quality* FOOD MIXER

These *Extra* Hamilton Beach Advantages Cost No More

Bowl Control
Bowl revolves on ball-bearing turntable and can be shifted *while mixing*... insuring a thorough mix.

Full Power at All Speeds
Steady, full power is maintained at any speed you set the motor—even as batter thickens.

One-Hand Operation
Mixer lifts off stand—*nothing to detach.* One hand holds the mixer and controls mixing speeds.

One-Piece Guarded Beaters
Full depth beaters are guarded and in one unit—quickly detached for easy cleaning.

Tested and Approved Good Housekeeping Institute

Cooking, baking, and preparing meals . . . each becomes a new exciting experience with a Hamilton Beach Food Mixer. It puts an end to all the tiring tasks of mixing, beating, and whipping. What's more, it's a wonderful time-saver . . . and makes every recipe even more delicious.

With *Bowl Control,* a wide range of speeds, and an abundance of steady power . . . the Hamilton Beach does every mixing task to perfection. Whether mixing batter, beating eggs, whipping cream, mashing vegetables, or blending salad dressing . . . you always get excellent results. A slight pressure on the handy control lever shifts the revolving bowl . . . without stopping the motor. All ingredients are brought into the full-depth beaters, insuring a thorough mix.

Let your Dealer show you this most modern kitchen time and labor saver—the mixer with Bowl Control and many other easy-to-use features.

Choice of white or ivory finish. Complete with juice extractor and two bowls, $23.75. (Slightly higher, West.) Many practical labor-saving attachments at small extra cost.

HAMILTON BEACH COMPANY, RACINE, WISCONSIN

Division of Scovill Manufacturing Company

NEW! HOTPOINT ELECTRASINK

Banishes Dishwashing Bother And Garbage Handling



Go Modern All The Way!

SCIENCE again improves home conditions with Hotpoint Electrasink. This complete sanitation work center consists of a new Electric Dishwasher (not to be confused with old-style dishwashing machines), an Electric Waste Exit, full-sized Sink and Storage Cabinet.

Consider These Facts Before You Build Or Modernize

1. **ENHANCES VALUE OF YOUR HOME**—Makes kitchen up-to-date; adds to re-sale value.
2. **DISHWASHER SAVES AN HOUR A DAY**—Twenty minutes per meal.
3. **PROTECTS HEALTH AND BEAUTY**—Dishes are hygienically cleaned. No "dish-pan" hands.
4. **COSTS LESS THAN 15c A WEEK FOR AVERAGE USE**—Pays a big return on investment.

Electric Dishwashers, Dishwasher Sinks and Waste Exits can be furnished separately. Models are available to fit under standard work surfaces or sinks. All can be easily purchased on small monthly payments. Go modern all the way. Make your kitchen a model of sanitation.

Before you build or modernize, investigate Hotpoint Electrasink. Mail coupon.



● Hotpoint Electrasink actually saves an hour every day. Helps protect the family's health and eliminates forever those most dreaded of all household tasks—"doing the dishes" and "handling the garbage."

Hotpoint

ELECTRASINK • DISHWASHERS

RANGES • REFRIGERATORS • WATER HEATERS
CLOTHES DRYERS • WASHERS • IRONERS

Edison General Electric Appliance Co., Inc.
5608 W. Taylor St., Chicago, Ill.
Kindly send me full details about Hotpoint Electrasink.

*Name*_____

*Address*_____

*City*_____ *State*_____

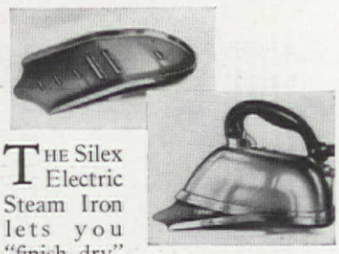
Major *and* Minor



AN ORDER chart with hooks for those escapists, the kitchen shears and pencil. J. Wiss and Sons Co. makes them.



THE simplest kind of device, that crushes ice by just turning the handle. Wonderful for serving fruit cups and juices in the de luxe manner, as it gets the ice really very small. Dazey Churn and Manufacturing Co.

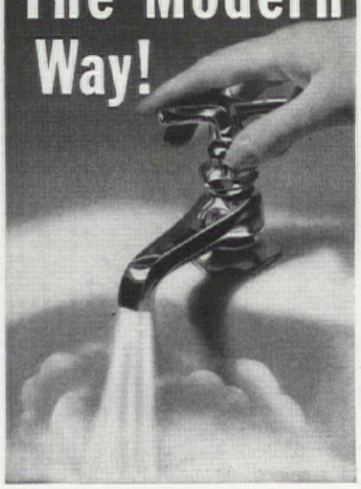


THE Silex Electric Steam Iron lets you "finish dry" at the turn of a lever; the No-Lift Iron Stand's like a ramp onto which you back iron. Stand fits any ordinary iron. Silex Co.



THE best little trick that we have seen to keep the iron cord untangled and yet have it handy. The Apex Ironing Cord Trolley clamps right to the ironing board. American Device Co.

HOT WATER The Modern Way!



WITH A Hotpoint ELECTRIC WATER HEATER

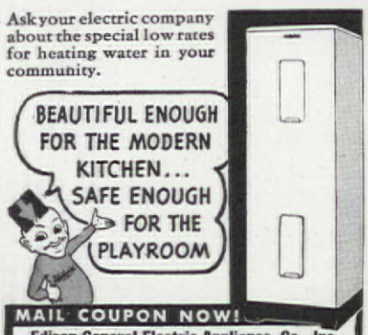
★

YOURS at the turn of a faucet—all the hot water your whole family needs—twenty-four hours a day! Hotpoint Automatic Electric Water Heater brings you this modern, health-promoting service at a price well within your household budget. Electricity does the work *quickly* and *economically!*

Visit your Hotpoint dealer and see the smartly-styled rectangular and round-type models available in galvanized and rust-resisting Monel tanks. Enjoy these remarkable advantages:

1. **NO MATCHES—NO FLAME—NO DANGER!**
2. **CLEAN AS ELECTRIC LIGHT!**
3. **HEATS WATER FAST!**
4. **COMPLETELY AUTOMATIC—ABSOLUTELY DEPENDABLE!**
5. **EASY ON THE ELECTRIC BILL!**

Ask your electric company about the special low rates for heating water in your community.



MAIL COUPON NOW!

Edison General Electric Appliance Co., Inc.
5608 W. Taylor Street, Chicago, Illinois
Kindly send me free booklet describing Hotpoint Electric Water Heaters.

*Name*_____

*Address*_____

*City*_____ *State*_____

Hotpoint

ELECTRIC WATER HEATERS

RANGES • REFRIGERATORS • WASHERS • IRONERS
CLOTHES DRYERS • ELECTRASINK • DISHWASHERS



THE remodeling of the H. A. Bergdahl kitchen in Chicago from its old-time Model T condition to new, colorful efficiency is worth a few handsprings. The original kitchen was drab and cheerless in appearance, lacked really useful storage space and its time and labor wasting arrangements were a perpetual irritation. It had a high, open sink in the corner with a coffee grinder, meager hanging shelves, and a towel rack over it. All woodwork, the frames of the large old-fashioned window and closet, and the dirt-catching baseboard had a dark wood stain. The closet itself was a dark hole and its open shelves were the only means of storing groceries, china, pots, pans, and the like. In remodeling the room, the closet was torn out



Courtesy Plumbing and Heating Industries Bureau



The Bergdahl kitchen goes from Model T to modern

and this space was turned into a breakfast nook. The door and frame were taken off and the space made part of the kitchen with a wide plastered opening. A corner bench, painted vermilion, was built in and a chrome-legged, black linoleum top table was fixed to the wall and fastened to the floor. Light blue cushions were used on benches and on a chrome chair pulled up to the table from the kitchen side. New white, steel wall cabinets were installed, with the space between ceiling and cabinet tops plastered in. A new double drainboard sink with a center compartment replaced the old one; it has storage space and so does the adjoining base cabinet with black linoleum top. Walls were painted lemon yellow, ceiling white, while the new floor linoleum with the cove base is light blue striped smartly and colorfully in red.



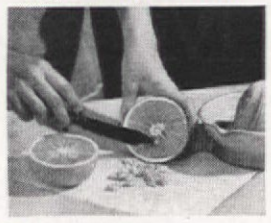
Drain breakfast bacon • Wipe grease out of pan • Scrape dishes before washing • Take scraps out of sink • Clean top of stove • Wipe out ashtrays • Wipe hands after cleaning car • Catch baby's orange juice • Flour your fish and cutlets Wipe up spilled grease • Pick up broken glass

WOMEN who have to watch the pennies know that ScotTowels are worth every penny they cost—and more! For a cent a day, ScotTowels take the drudgery out of a dozen daily kitchen tasks.

Put a roll of ScotTowels in your bathroom, also. See by actual count how much less washing and ironing you have. And how the whole family loves a clean, fresh towel every time they dry their hands! Less than a penny a dozen. Get a handy rack in your choice of pale green, ivory or red. At grocery, drug and department stores.



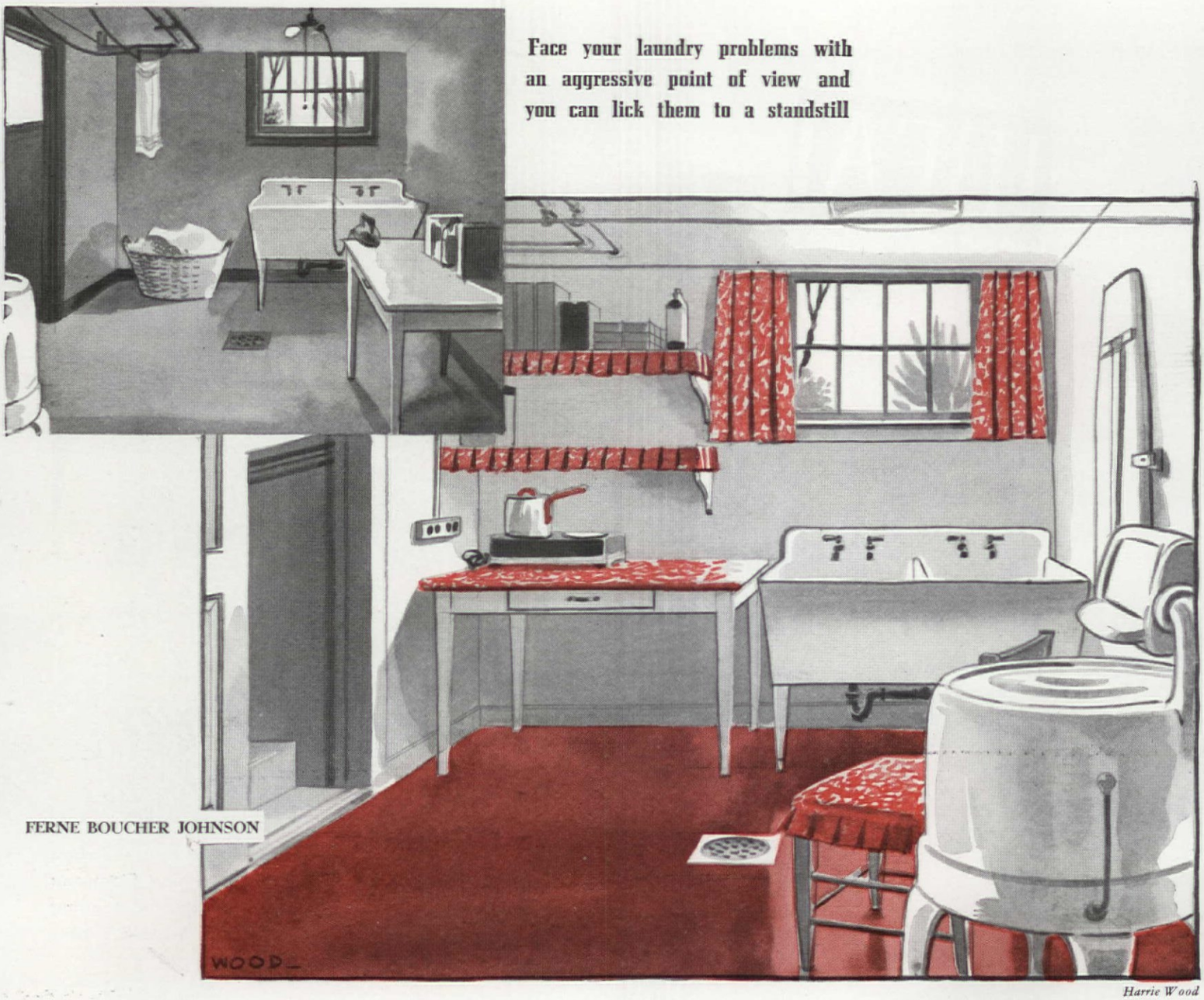
Easy to keep sink clean



Cleaner, neater, saves time



Copr., 1940, Scott Paper Co. "Tear-Easy" Trade Mark Reg. App. For.



Harrie Wood

Face your laundry problems with an aggressive point of view and you can lick them to a standstill

FERNE BOUCHER JOHNSON

No More Blue Mondays!

MY EARLY encounters with wash day left me devastated. I quit the field and surrendered to tyranny. It takes high finance to fight heavy odds and my resources were limited; it also takes shrewd generalship. Could I outwit my opponent? I could—and did!

First I studied my adversary's position and found: (1) It involved seven round trips on the cellar steps; (2) the laundry room was dismal; (3) hot water was never sufficient; (4) line space was entirely inadequate; (5) the ironing was always simply enormous.

How could I break through this line of battle? I considered the drabness of the laundry. A few more windows, new floor and wall coverings would have brought victory. I began by polishing the lone window until it shone. I painted its frame and the door with silver; on a shelf of wallboard I put the litter of soaps and chemicals. A coat of white enamel made the table a refreshing sight. With it I teamed a kitchen chair. I disentangled the indoor line; scrubbed, dried and proceeded to stretch it in neat parallels.

One battalion put to rout! The room was lighter, less cluttered, pleasanter. But something was lacking. Color! It was all white and silver and gray. I covered the table and shelf with red and white oilcloth and made a chair pad of another piece. Curtains would shut out sunlight so I bound two strips of oilcloth with red and thumbtacked them to a strip of wood, tacked to the top of the window frame. The curtains just clear the sash, increase the apparent size of the window. And then the floor got a good coat of sparkling new paint.

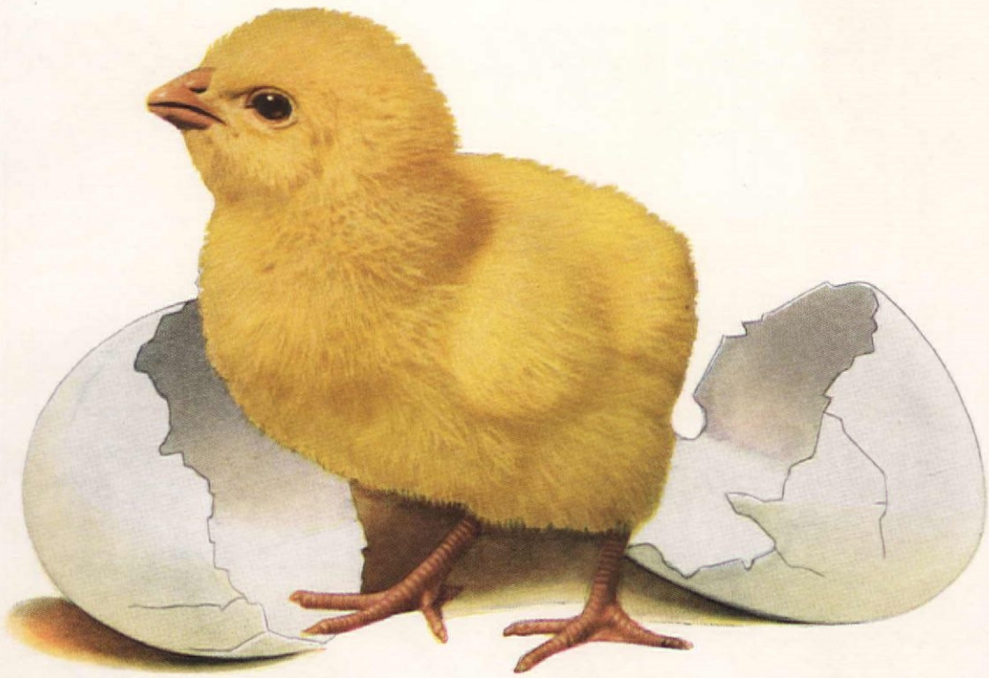
Could I decrease the wash? This was much easier to think about than to do. Bath towels will accumulate and sheets, too, to say nothing of playsuits, tablecloths, and linens. I found only one way to cut the washing—by doing it twice instead of once each week. After my first trial of this plan, all resistance was instantly dissolved and the problems of sufficient hot water and line space were automatically solved. I cut the number of trips from seven to two by leaving the hanging 'til the washing was done and laundry cleaned.

Wet or snowy ground harassed me until I persuaded my husband to put up clotheslines along both sides of the stone walk which leads from the back door to the garden and which is always comparatively dry in summer and easily cleared in winter. Thus I acquired eighty feet of hanging space, too.

I haven't any compunctions about not folding each article as it comes from the line, as long as I have plenty of baskets. Clothes dropped in lightly and removed promptly for folding and dampening seem to be little worse for their period of disorder. But correct hanging is important. If a towel sixteen inches wide is crowded into twelve inches, it dries with rabbit's ears on one end and a sag in the middle and considerable ironing is needed before it can be folded neatly.

Careful hanging and fast folding banish hours of ironing. On Monday I do everything that has to be ironed; on Thursday, the "fold-only" things. I sit on a high stool to iron; it's much easier after you've once tried it.

I'm pretty well satisfied with the peace negotiations I've made with the inevitable washday and so pass them on to you.



"I've made the world a brighter place to live in!"

A big claim for such a little fellow—but true. This fluffy little chick is welcome in millions of homes the world over, as a friendly symbol of the quick, safe cleanser that "hasn't scratched yet!"

Yes—he's the *Bon Ami Chick*. Thanks to him thousands of bathtubs and basins glisten like new . . . sinks stay smooth and unscratched . . . refrigerators shine with cleanliness inside and out . . . windows and mirrors have an extra sparkle . . .

Why? Because Bon Ami is not coarse or gritty. It does not scar or dull the surface it cleans. Instead it leaves a high, glistening polish. Begin today using Bon Ami for *all* your household cleaning. See for yourself how good it really is.

Bon Ami



Copr. 1940, The Bon Ami Co.



m-m-Everybody's making TOLL HOUSE COOKIES—

Here's the newest thrill in home baking! They're called Toll House Cookies after the famous Inn at Whitman, Massachusetts, where the recipe was first used. They're made with Nestle's Semi-Sweet Chocolate.

Here's a real discovery: Nestle's Semi-Sweet Chocolate does not melt in the baking. You add little pieces of Semi-Sweet to the batter. After you bake the cookies, the chocolate is still whole. Tempting, delicious and so easy to make! The Toll House Cookie recipe never fails. That's why thousands and thousands of women are using it. You'll find the original recipe on every Nestle's Semi-Sweet Chocolate label. Get the Economy Size Bar with the yellow wrapper at your grocer or candy stand.

There are many other delicious uses for Nestle's Semi-Sweet Chocolate. Send for a free Recipe Booklet. Address: Semi-Sweet Chocolate Dept., 72 Hudson St., N.Y.C.

SURPRISE WHOLE MORSELS OF NESTLE'S SEMI-SWEET CHOCOLATE IN EVERY BITE!

Toll House Cookies made only with



Hot Nestlé's starts our day the happy way



HAPPY FOR ME! IO SECONDS TO MAKE **HOT NESTLE'S** AND IT GIVES THE CHILDREN A HOT DRINK FOR BREAKFAST.



HAPPY FOR ME! NO BREAKFAST-TABLE BICKERING AT OUR HOUSE! EVERYBODY LOVES **HOT NESTLE'S.**



HAPPY FOR US! WE LOVE THAT GRAND NESTLE'S CHOCOLATE FLAVOR.

Of course a hot drink is good for everybody in the morning! It wakes you up! It wards off chill. But what to give the children? Hot Nestle's is just the ticket! Made in 10 seconds, it has the wonderful chocolate flavor children love.

Nestle's EverReady Cocoa is an amazing combination of choice cocoa and whole milk blended, sweetened and already cooked for you. No messy hard-to-wash pans. No disagreeable "skin" on top. Hot Nestle's costs no more per cup than ordinary cocoa. At your grocer's.

10 seconds to make

THE MILK AND SUGAR ARE IN IT





What, Casseroles for "Company"?

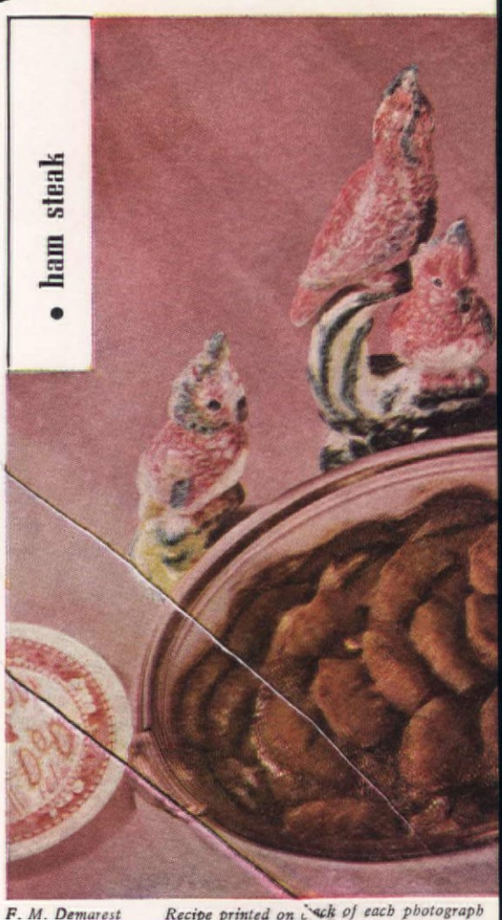
MARJORIE MILLER

ALL RIGHT, but please show me three good reasons why not. On second thought I will even settle for one, if it is pretty darned good, why a casserole cannot grace the most elegant table you can muster. There are not any reasons that are good enough to hold water. Show me the woman who thinks casseroles are all very well to cook in, but that the contents must be removed to a platter, no less, to come to the table and right then I'll show you someone who thinks she can get away with runover heels if only her lipstick is the most touted new shade, someone who will wash with long sleeves, who cares so much for the outward symbol that she has forgotten all about the inner man.

I hold with the time-honored notion that the flavor and succulence of what you eat is more important than what you serve it in. A casserole still stands, as it has for years and years, for the good things of the table, for a charming and de-



• veal Marengo



• ham steak

F. M. Demarest Recipe printed on back of each photograph



lightful and, alas, usually all too elusive quality of informality. Right alongside the very peak of elegance, too, if you like. Always there is a certain epicurean distinction about anything prepared in a casserole when it is done with a flourish. It is something which is indefinable, but it can't be beat.

All this rot about trotting out the family plate, or the next best thing to it, just because you are having the Joneses, man and boy, in to dine spoils my appetite before I ever get a look at the dinner. Why, for mercy's sake, not do the thing with all the elegance and trimmings and formality you want and no excuses? Just put your casserole right in its place of honor and be done. It can come to the party, too, never fear, and be more welcome than royalty provided its interior is decorated with something a little less banal than the usual stew.

If "company" and "casserole" seem to you like an unsuitable combination, it's only because casserole dishes bring up horrid visions of one-dish washday dinners, of drab brown hunks of meat, and a predominantly carroty mixture of vegetables. Casserole dishes, as a matter of fact, if they're dressed up and subtly flavored, are the ideal solution for that nicest of all parties, something a little more than an everyday Little Dinner Party. To me, company and casseroles have become as inevitable a combination as corned beef and cabbage or ham and eggs.

Casserole dishes have very fancy advantages over roasts. Your guests can be late (as they usually are) without the meat's drying out. Casseroles require no last minute or up-to-the-last minute attention. You do all your preparing and messing up the kitchen in the morning; you cover your casserole and set it on the kitchen table and ignore it until you stick it in the oven, usually an hour and a half before serving. Then you go and dress and forget about it, and can greet your guests with a face that isn't beet red from being poked into the oven or over the stove, and with hands and clothing unspattered with grease. If you have a maid, there are no agonizing waits while she's fussing over the arrangement of her platter and sundry vegetable and side dishes; all she has to do is take the dish out of the oven and bring it in as is. If your husband dislikes carving, or is inept at it, that problem also is solved! Later, the labors of dish washing are lightened; there's no greasy roasting pan to scour, and only one dish instead of two.

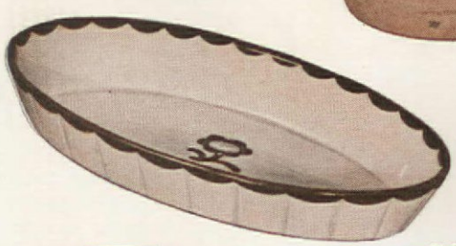
All of this is very well but the greatest appeal of casserole dishes, really, lies elsewhere than in their practicality. They're distinctive and engagingly different from the hackneyed roasts, broilers, and squabs about which most dinners are centered. They are almost that miracle, a new kind of meat—and that's something after all these years! Personally, I favor the brown earthenware, French type of casserole to the glass one, though both have their advantages. With a transparent casserole you can see what's happening during the cooking, and your guests can see what they're getting. The other kind doesn't show burned-in stains so clearly and, what's more, brings up associations of all the best restaurants you've ever known. Oddly enough these homely brown baking dishes manage to combine an air of elegance with one of informality; I find that they fit in equally well at table with my best Wedgwood dishes and crystal goblets,



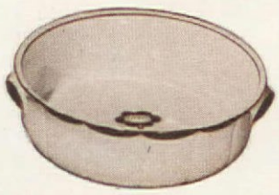




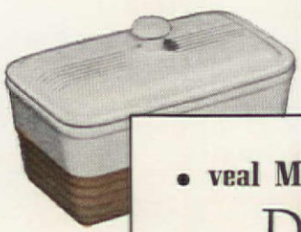












Photograph printed on back of each recipe

Casseroles from
Bazar Francais
Lewis & Conger
Fred Leighton
Charles Hall
Bloomingdales
Universal Pottery

• ham steak

RINSE in cold water..... 1 slice of ham steak (1¼ inches thick)
Rub into both sides of ham.....¼ cup dark brown sugar
Place in casserole; sprinkle with..... 1 teaspoon powdered cloves
Pare, core and cut in eighths..... 4 medium tart apples

Arrange apples over and around ham. Sprinkle with more brown sugar. Cover and bake in a moderate oven (350°F.) for 1½ hours, uncovering the last 15 minutes of baking. Serve with riced potatoes and green vegetables. Serves 6.

Recipe submitted by MARJORIE MILLER

Tested in THE AMERICAN HOME KITCHEN

• veal Marengo

DREDGE .....2½ lb. veal steak or cutlet in flour, seasoned with salt and pepper
Brown veal in..... 3 tablespoons salad oil
1 clove garlic, chopped
Remove veal from oil, blend in..... 3 tablespoons flour
Add gradually and cook until thickened.....2½ cups stock (use bouillon cubes and hot water)
Peel and cut in thick slices..... 6 tomatoes
Sauté .....1½ cups sliced mushrooms in 2 tablespoons butter

Lay tomato slices in an oiled casserole; add the browned veal and pour in sauce. Bake in a moderate oven (350°F.) for 1½ hours. During the last 20 minutes of baking, cover veal with the mushrooms. Serves 6.

Recipe submitted by MARJORIE MILLER

Tested in THE AMERICAN HOME KITCHEN

Why say Goodbye to Summer?



Here's glorious warmth and sunshine for all your fall and winter meals!

Great sunny circles of cheer for any occasion—that's Del Monte Pineapple for you!

Instantly at your command for sprightly salads, delicious desserts—with meats, for breakfast. Use it how and when you will—there's flavor and freshness in every rich-ripe slice!

Five other tempting styles, too—right and ready for every menu need. Equally luscious, because they're all Del Monte.

But do make it a rule to get Del Monte—whenever you buy. One glimpse of its glowing, golden goodness will tell you *this* is pineapple at its best. Packed fresh and fast, in the prime of life—the way you'd expect Del Monte to pack it.

Six handy styles—for any menu need

SLICED • CRUSHED • CHUNKLETS • JUICE TIDBITS • BARS

HAVE YOU A GROCER LIKE THIS?

You're smart—and so is he!

CLERK: All right, Mrs. Jones. They'll be out on the afternoon delivery.

And say, Mrs. Jones, how about a can of Kadota Figs? Yes...we've just put them in. Grand for dessert—and they're a swell breakfast fruit

...yes, they're Del Monte...yes...Two cans? Thanks.

CLERK: You know, Mr. Sanborn, it sure is surprising—the way women go for Del Monte. Take those figs, for instance...

GROCER: Don't let *that* surprise you, Johnnie. Women have learned they can count on any Del Monte Product. New ones or old. That's why we handle so many of them. Saves time for them—and for us.

MR. JONES: Those figs were great, honey. Where'd you get them?

MRS. JONES: From Sanborn. They're Del Monte—something new they're putting out.

MR. JONES: Smart fellow—Sanborn! Up-to-date. And did you ever notice that he always has the brands you want? That's what *I* call a real good grocer.

IT PAYS TO LOOK FOR DEL MONTE FIRST—*especially*

Del Monte Pineapple

FOR THE LAST WORD IN SUN-RIPENED GOODNESS

"NOW is the Season for this All-American Dessert!"

Says BETTY CROCKER

BETTY CROCKER APPLE DUMPLINGS

Ingredients: Gold Medal *"Kitchen-tested"* Flour . . . Salt . . . Your favorite brand of Shortening . . . Half-a-dozen medium-size tart Apples . . . Sugar . . . Cinnamon . . . Butter.

SIFT THE GOLD MEDAL FLOUR once before you measure it. Then—sift flour and salt together . . . *(See sacks of Gold Medal Flour for full tested recipe.)*

Complete recipe in sacks of GOLD MEDAL FLOUR. Don't try any other flour to make these Apple Dumplings!



Many women cannot make a "perfect" apple dumpling. This month we give you a tested recipe in the sacks of Gold Medal Flour.

"AS AMERICAN AS APPLE DUMPLINGS" is a by-word that underscores the American character of this dish. Many people hold that it is the greatest American dessert... made with the greatest American fruit.

Yet unfortunately, many women are unable to make apple dumplings that come up to the Great American Standard. That is the reason we give you a recipe for the "perfect" American Apple Dumpling in the sacks of Gold Medal Flour this month!

As you know, the important part of an apple dumpling is the pastry. But with the Betty Crocker recipe—and the particular flour it is planned for—you'll get a pastry with surprising tenderness and delicacy.

The perfection of Gold Medal Flour starts in the selection of the wheat. A great deal of money is spent in testing the wheat to be used for this flour.

And the men who are responsible for *blending* the wheat and milling the flour combine more experience than any other group in the flour business!

Furthermore . . . every single batch of Gold Medal *"Kitchen-tested"* Flour undergoes a series of rigid tests! Nothing is left to chance. The flour is first tested by a scientific technique, then in a home-style kitchen with equipment and methods such as your own.

Do you wonder that Gold Medal Flour is used by far more women than any other brand? Do you wonder that women who once used cheap, untested brands of flour are switching to it every day? Do you wonder that women say it helps them avoid disastrous baking failures? Once you've tried it you'll agree that Gold Medal is a real economy!



Tested Recipes in Every Sack!

Recipes are included in every sack of Gold Medal Flour. The skilled Betty Crocker staff originates and tests these recipes. A new set is included in sacks every few weeks!

Use it for *all* your bakings: cakes, delicious pastry, bread (if you bake bread).

See for yourself what it means to use a flour made with superb skill and pains . . . a flour that never fails you . . . a flour that has been the stand-by of generations of American homemakers.

Get a sack today. Made by General Mills, Inc., Minneapolis, Minn.

Eventually Why Not Now?



"*Kitchen-tested*" and "*Betty Crocker*" are reg. trade marks of General Mills, Inc.

CHANGE TO THIS SUPERB FLOUR TODAY

Gold Medal "KITCHEN-TESTED" Flour

Copr. 1940, General Mills, Inc., Minneapolis

or with my peasant pottery and colored tumblers and table linens.

The one thing to avoid when you serve casserole dishes is banality, in the meal as a whole as well as in the main dish, for when you snub the roast-poultry tradition, you must atone for its reassuring rightness by individual distinction. Veal Marengo, for instance, is interesting not only gustatorily but in the story of its origin; my guests always enjoy hearing it. At the time of the battle of Marengo, so legend has it, Napoleon's chef was unable to obtain butter, so he sautéed a chicken in olive oil, added tomatoes, garlic and mushrooms, and served it apologetically. No apologies were necessary. Napoleon liked it, and so has everyone who has tasted it since. I've tried the dish with both chicken and veal, by the way, and like the veal better; the unusual flavoring seems to come out more strongly. With veal Marengo I always serve broad noodles. This isn't exactly a Gallic touch, I'll admit, but the Marengo gravy goes well with them and I could never see why amusing dinners had to be all of a piece any more than amusing rooms. *Flageolets*, if you have them as your vegetable, do, however, carry out the French idea. (They're imported, dried, kidney-shaped green beans which, when properly cooked, taste like fresh. You measure them out, a small handful per person and an extra handful for the pot, soak them for 24 hours, drain and put them in plenty of fresh cold water, and let them cook *very slowly* from 3 to 4½ hours—the time varies with the lot of flageolets—until they're soft but not mushy. If they get done ahead of time, it's nothing to worry about; they can be reheated. Just before serving drain, add butter, and sprinkle with finely chopped parsley.) Though flageolets are ideal with veal Marengo, if you can't get them, frosted lima beans are a satisfactory substitute.



Wear-Ever Aluminum

With chicken bo lo gai—which has such a curious, unidentifiable flavor that your guests will never figure out its ingredients—I serve bright green peas and a platter of balls of rice alternated with pineapple slices, wiped, dried, dipped in flour and browned in an oiled pan.

The ham steak is very rich, so I've found that riced potatoes go with it better than the conventional mashed potatoes that usually accompany ham. Any green vegetable like limas or peas is suitable and a wonderful salad of crisp mixed greens, each leaf so dry and cold that it fairly crackles, the whole dressed with the most traditional of French dressings, just a bit on the sharp side. Guaranteed to soften up the most difficult guest!

The filet of sole is so light that it needs a delicate vegetable like asparagus, or even, if you don't feel that this is carrying things too far, a mixed greens salad. You can have stuffed baked potatoes, too.

Call these concoctions "en casserole" if you still feel squeamish about bringing a kitchen dish to the table when you're entertaining! But try them and I'm sure you'll become as confirmed a casserole fan as I!

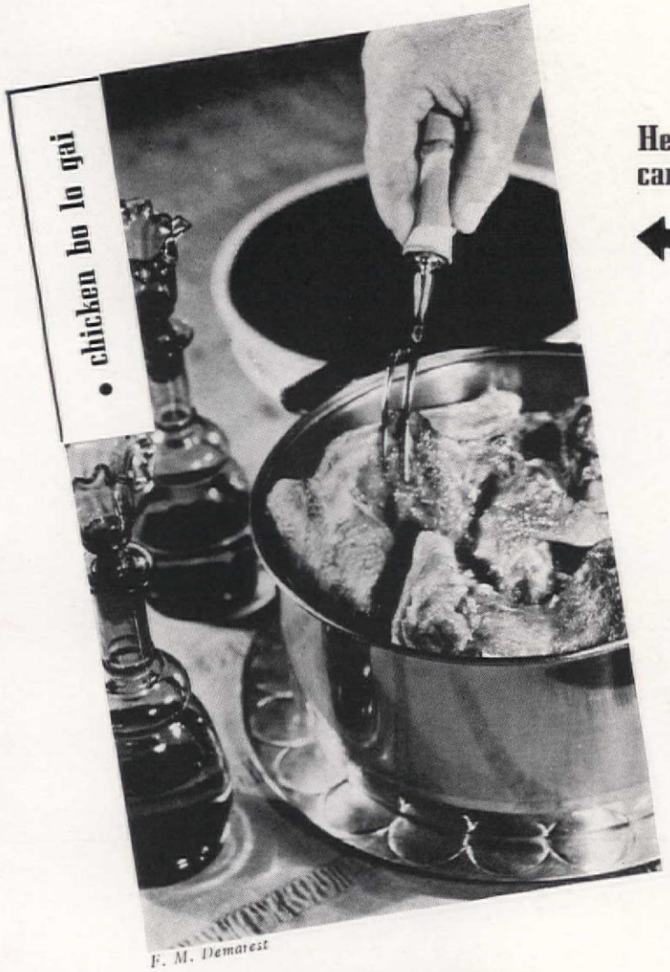
Editor's Note: If you still have to have a sop to your conscience and an excuse for using a casserole "neat," as it should be used, if you have to bring yourself by slow degrees to going the whole hog and getting the "little brown pot" directly on the sacred white damask, look at these we are showing you. We do not think it would be easy to find anywhere more beautifully suited table appointments than those lent us by Saks Fifth Avenue, Bloomingdale's, and McCutcheon's for these pictures of the new casseroles out in the very politest society.



Club Aluminum

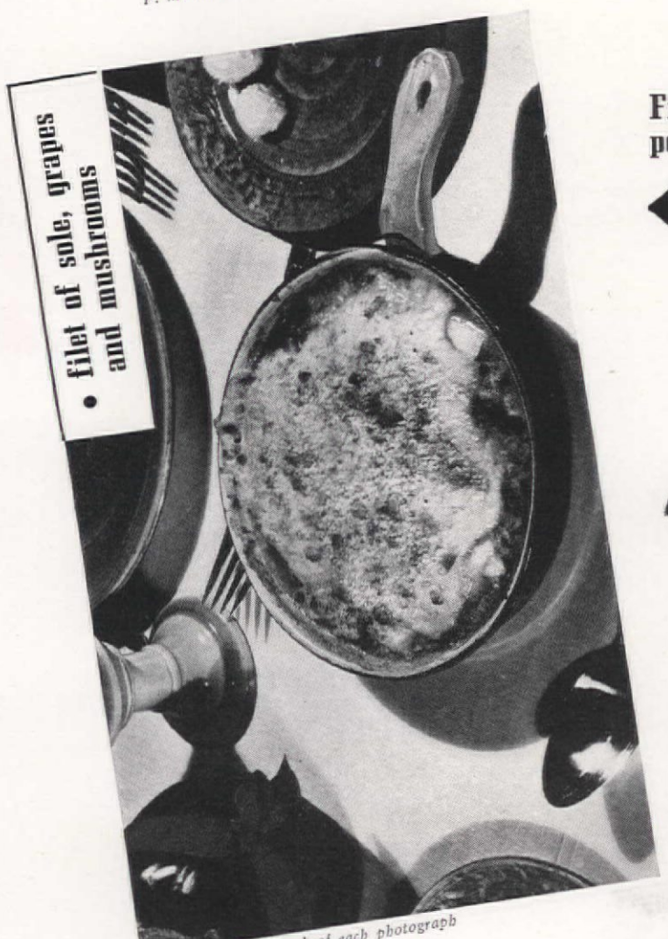
From shining polished stainless steel to glass and pottery in wonderful and subtle colors, these casseroles are as exciting as they can be in their own right; they are perfect examples of the kind of thing that is so good of itself that it can be used for any occasion and be an addition. If you are having a modest little repast of caviar and stuffed plovers' eggs for two, some night when you are tired and do not want to fuss, the casserole is just your dish. Without changing color the modest little thing will take those same plovers' eggs and, by the judicious addition of a modicum of this and that—say a cream sauce—so stretch and embellish those two eggs that they will serve as many as six. Given a fancy setting, who's to know dinner's been enlarged?

Here's proof that a casserole can grace your company table



F. M. Demarest

Filet of sole in pink and mauve pottery—from oven to table!



Recipe printed on back of each photograph

A-1 Grades start with a Vitamin B-1 Breakfast



This NATURAL wheat cereal, is NATURALLY enriched with extra vitamin B_1... you can actually SEE the golden vitamin-rich wheat hearts in Ralston

Good grades start at your breakfast table. For bubbling energy and mental alertness . . . start your child's day right with a morning meal double-rich in vitamin B_1 (thiamin). Doctors say many diets supply too little of this all-important nerve and growth vitamin.

Each ounce serving of Ralston gives you 61 units of *natural* vitamin B_1 . . . more than whole wheat itself and much more than most other wheat cereals. That's because we take natural vitamin B_1 from other wheat and add it to Ralston. In addition, Ralston also supplies the valuable energy and body-building food elements found in natural whole wheat.

Piping hot, golden brown Ralston is a cereal your family will *enjoy* right down to the last spoonful. Start tomorrow with Ralston . . . make it a daily habit this winter. See what a difference a vitamin B_1 breakfast makes!

New Handy Pouring Spout Makes Measuring Easy



RALSTON

COOKS IN 5 MINUTES

Puts the B_1 in Breakfast

The grand-tasting hot cereal, that's NATURALLY good for you

• chicken ho lo gai

Cut in pieces ..... 1 (4 to 5 lb.) roasting chicken
Dredge chicken in ..... flour, seasoned with salt and pepper
Brown chicken in ..... ½ cup melted butter
Combine ..... 1½ cups syrup drained from 1 #2½ can sliced pineapple
2 tablespoons lemon juice
2 tablespoons soy sauce

Place browned chicken in casserole or top-of-range cooking utensil; pour pineapple syrup, lemon juice, and soy sauce over chicken. Cover and bake in a moderate oven (350°F.) or cook slowly over low heat for 1½ hours. Serve with rice balls, green peas, and browned pineapple slices. Serves 6.

Recipe submitted by MARJORIE MILLER *Tested in* THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

• filet of sole, grapes and mushrooms

Poach for 5 minutes ..... 2½ lb. of sole in 2 cups milk

Sauté for 3 minutes ..... ¾ lb. sliced mushrooms in ¼ cup butter

Combine mushrooms with ..... 2 cups skinned, seedless grapes

Place in shallow, buttered casserole. Lay fish, drained from milk, over grapes and mushrooms.

Melt ..... 3 tablespoons butter

Blend in ..... 6 tablespoons flour

Add milk and cook until thickened; season.

Pour sauce over fish and sprinkle with ..... ½ cup buttered breadcrumbs ¼ cup Parmesan cheese

Bake in hot oven (400°F.) until browned, about 25 minutes. Serve with baked potatoes, asparagus, and green salad. Serves 6.

Recipe submitted by MARJORIE MILLER *Tested in* THE AMERICAN HOME KITCHEN

New tricks and treats for Halloween



LOIS ELIZABETH HUNDEN

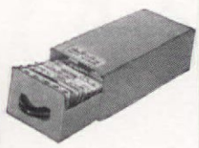
WHAT to do with the usual Halloween hoodlum racket is a major problem that has made an infernal nuisance of itself. Since Halloween is the perfect season for a real bang-up nonsense party, it seems a shame that it has degenerated into a time when all the neighborhood kids are looked on as so many thugs, and ordinarily pleasant mamas and affable papas become disgruntled ogres.

The main thing is to keep kids moving, introducing food frequently. This progressive dinner party seemed adult to our children, and therefore desirable, and it divided the burden among various households. The youngsters, since they moved from house to house on the street, felt that they were "out among 'em" and being in costume they were in the best Halloween tradition. From the parents' point of view the best part of this kind of shindig is that all door mats remain on location, windows go unsoaped, and walks unchalked.

It started in a quiet way with four neighborhood mothers planning to have a few children get together for one course in each house—but the idea so enchanted the young that the news spread like wildfire and in the end sixteen ghosts, goblins, witches, clowns, and company

F. M. Demarest





• party menu

Jack-O'-Lantern Fruit Salad

Chicken Shortcake

Potato Chips

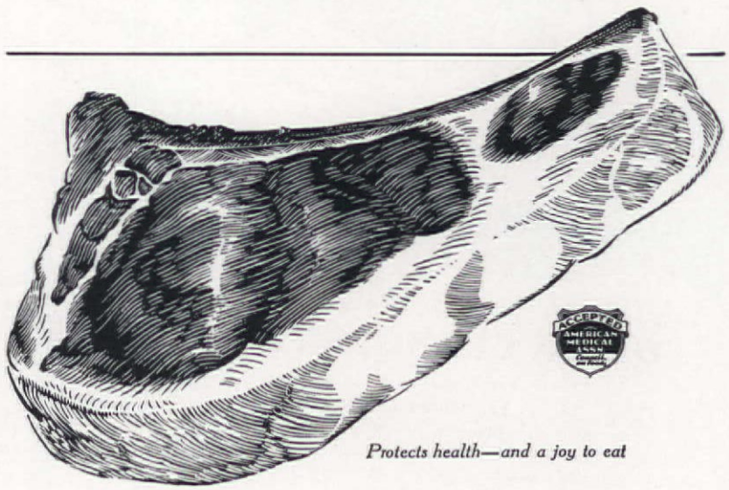
Beets

Cookies

Orange Ice

Recent Findings About Pork

One pork chop contains enough "thiamine" to meet average, normal requirement for a day



Protects health—and a joy to eat

THE PORK which we have always relished now takes new rank as a healthful food.

Dr. C. A. Elvehjem, professor of agricultural chemistry at the University of Wisconsin, as the result of his extensive vitamin research, finds that lean pork is a rich natural source of what is now known as the Vitamin B group.

An important member of this vitamin "family" is Vitamin B-1 (thiamine) which physicians and nutritionists recognize as necessary for growth, for a healthy appetite, for protection against certain conditions and nervous disorders.

According to scientific assays by Dr. Elvehjem, in the *Journal of Nutrition*, ***"one pork chop, even after thorough frying, may supply up to 325 International Units, which is about equal to entire daily requirement for Vitamin B-1 of the normal adult."***

The same applies to an equal quantity of lean roast pork, or ham, fresh or smoked.

Pork and various other meats are also rich in riboflavin (Vitamin B-2 or G) which is necessary for normal nutrition.

The same study shows that meat as a whole is an important source of the pellagra-preventive factor, another member of the Vitamin B group. This discovery may well lead to the complete eradication of pellagra, a condition prevalent in certain sections, and many borderline cases which exist throughout the country.

AMERICAN MEAT INSTITUTE, Chicago



Meals of crisp pork sausage
At this time of year,
Make a hungry husband
Sit right down and cheer.

Wake up and eat—

One of the best alarm clocks in the world: pure pork sausage, sputtering on the fire.

One of the good foods for you, too.

For pure pork sausage is made of tender pork, which contains Vitamin B-1 (thiamine) as well as other members of the all-important Vitamin B group.

Pure pork sausage is rich in proteins to build you up, and it's full of flavor to pep you up. It's so digestible and so easy to cook.

Top o' the morning to you with—

Pure pork sausage patties and applesauce.

Pure pork sausage links and waffles, pancakes, or corn meal mush with hot spiced orange slices.

started at my house with a very fancy looking fruit salad in orange gelatin, all decorated like a huge jack-o'-lantern with marshmallow teeth, raisin nose, and prune eyes. Crepe paper cloth and napkins were used and each child received one favor—in this case, a terrific horn. As they were still masked, the only entertainment necessary was guessing who was who—never very difficult at best. But even in the extremely simple home-contrived costumes or make-ups this still brought shrieks and gales of laughter from the kids.

From our house they trouped merrily down the street to their main course of the ever-beloved hamburgers, supplied in ample platters accompanied by huge baked potatoes (split and buttered with faces made on them with pieces of pimiento and parsley), sliced tomatoes, and many large jugs of cocoa. In the center of the table an enormous jack-o'-lantern leered jovially at the as-

QUICK FIXIN'S — for Turkey Time



MRS. KNOX'S

QUICK CRANBERRY SALAD

(6 servings—uses ¼ package)

1 envelope Knox Gelatine

2 cups cranberries
1¼ cups cold water
1 cup sugar
½ cup celery, chopped
¼ cup nuts, chopped
½ teaspoonful salt

Cook cranberries in one cup water twenty minutes. Stir in sugar, cook 5 minutes longer. Soften gelatine in ¼ cup cold water. Add to hot cranberries and stir until gelatine is dissolved. Strain, cool, and when mixture begins to thicken, add celery, nuts and salt. Turn into molds that have been rinsed in cold water and chill until firm. Unmold on lettuce and garnish with whole nut meats. (May be served with any preferred salad dressing, but this will add to calories.) *Canned cranberry sauce* (1 lb. 1 oz. can) may be substituted for fresh berries. If necessary, add sufficient water to make 2 cups required. Also add about ¼ cup sugar. Next, soften gelatine in ¼ cup cold water, then dissolve in ½ cup hot water. Add cranberry mixture and whip until smooth. Then add celery, nuts and salt, and proceed as above.

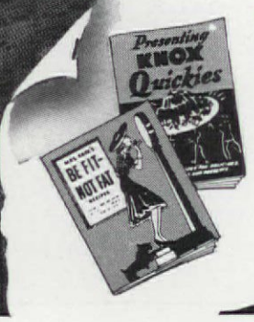
SERVE WITH HOT OR COLD MEATS. ONLY 190 CALORIES

Rich-red! Delicious! Appetizing! Grand for busy hostesses to make the day ahead. Yet this salad has only 190 calories a serving. And that's important to you weight watchers when holidays and hearty meals roll round. Get scores of other recipes with calories cut down ⅓ to ⅔. Pies, desserts, salads, candies—they are all in Mrs. Knox's "Be Fit—Not Fat" booklet. Free to you! Send coupon today!

NOTE: Don't confuse Knox Gelatine with factory-flavored gelatine desserts which are about 85% sugar. Use pure Knox Gelatine.

KNOX GELATINE

IS PLAIN UNFLAVORED GELATINE—NO SUGAR



Special FREE Offer Want to keep fit—avoid fat? Send for Knox booklet "Be Fit—Not Fat," with 30 streamlined recipes. Limited edition, so mail coupon today for copy! Also free, "Mrs. Knox's Quickies," a booklet of recipes that are remarkable time-savers. Knox Gelatine Company, Box 711, Johnstown, N.Y.

Name_____

Address_____



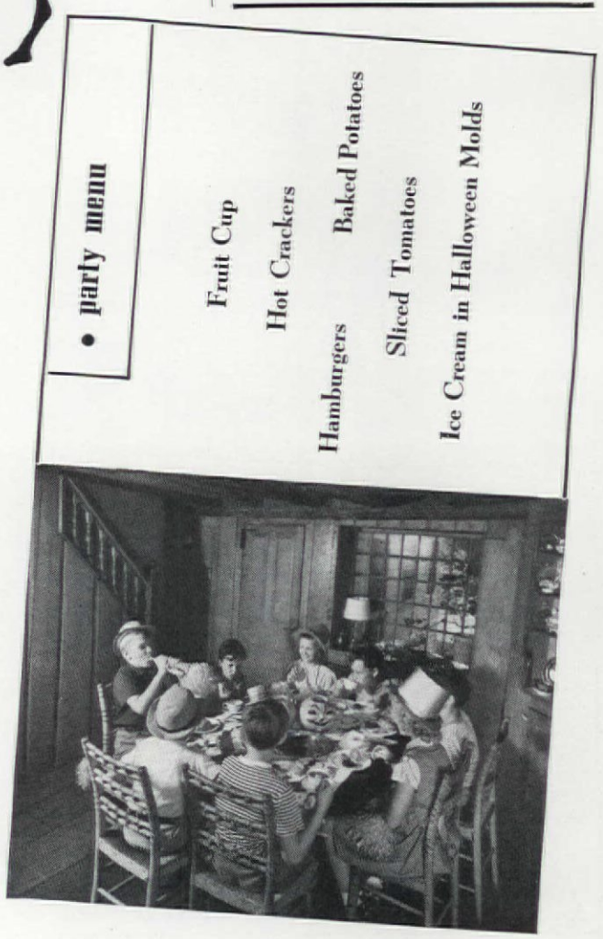


You can't make a bad cup of coffee with a Silex! For up goes the water, *at just the right heat.* Down comes the coffee...clear, strong, stimulating coffee *at flavor peak...* perfect coffee every cup! Your guests will praise it, your family rates it. *Kitchen Silex as low as $2.45 . . . a Table Electric with Self-Timing Stove from $4.45 up!* 4- to 12-cup sizes. All Pyrex brand glass. Narrow neck for better pouring, wide neck for easy cleaning.

Make better coffee!

Genuine SILEX GLASS COFFEE MAKER

THE SILEX COMPANY, HARTFORD, CONN.





• party menu

Cream of Tomato Soup
Halloween Rolls
Lamb Chops
Mashed Sweet Potatoes
Orange Ice and Chocolate Ice Cream
Cocoa
Milk

sembled crew, while fearful and wonderful ghosts and skeletons hovered close, suspended from the ceiling so that they dangled near enough to brush an unsuspecting ear or shoulder every so often. This produced rapturous screams of delighted terror.

From this house they went on, whooping and whistling, to the next house where they undertook the serious business of ice cream and cake. Orange ice and chocolate ice cream with a black chocolate sauce and a solid row of little witch baskets, filled with candies, down the center of the table, brought a needed quiet breathing space. There were Halloween cookies and little decorated cakes and when the last crumb of these had vanished, in record time, too, the children gathered up their favors—balloons and snappers—and were off to the next stop.

Taking to the road again, we stopped at another home which has an enormous yard encircled by a six-foot board fence. Here prizes were awarded for costumes. The funniest represented one of the Three Little Pigs, and the most attractive was Snow White. All sorts of the usual Halloween games were played and each was accompanied by a penny prize. As a windup we pinned a blanket to a clothesline, attached a string with a hook on it to a pole and let the children go

DOES BOTH JOBS BETTER AND FASTER FOR A FEW CENTS A DAY!

GENERAL ELECTRIC

ELECTRIC SINK

1. WASHES ALL THE DISHES!
2. DISPOSES OF ALL GARBAGE!





NOW the marvelous G-E Dishwasher and G-E Disposall—used in thousands of homes—are combined in a beautiful unit that replaces the old-fashioned sink. The G-E Electric Sink is easily installed in old or new kitchens. See it at your G-E Dealer's showroom or write for descriptive literature to General Electric Co., Appliance and Merchandise Dept. SG-0611, Bridgeport, Conn.

"IT'S EASY TO STAY YOUNG ELECTRICALLY!"

New Research Shows Brer Rabbit Molasses

RICH in IRON



One or more tablespoons several times daily will supply a substantial amount of the iron needed by the body

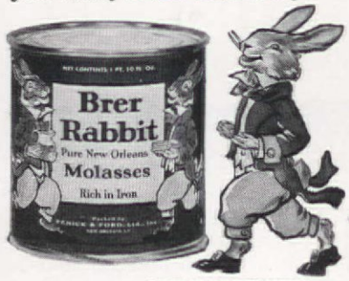
MOLASSES rich in iron? Yes—that's a well-known fact. But just *how* rich has been learned only recently.

New scientific tests—all made with Brer Rabbit New Orleans Molasses—have proved:

1. **Brer Rabbit New Orleans Molasses is one of the richest sources of food iron. 3 tablespoons will supply about one-third of your total daily iron requirements.**
2. **The iron in Brer Rabbit is from 80% to over 90% available for use by the body, depending upon the grade of molasses. This iron is natural to the molasses—*not added*... and is more fully usable by the body than the iron in most other foods.***

"*It is apparent . . . that of the foods reputed to be excellent sources of iron, only liver compares favorably with molasses . . . It appears . . . that molasses . . . is, moreover, the most inexpensive food source of iron.*" (*American Journal of Digestive Diseases*)

So why not use Brer Rabbit Molasses daily and put more iron into your family's diet? Start today!



BRER RABBIT NEW ORLEANS MOLASSES comes in two flavors to meet all taste preferences. If a dark, full-flavored molasses is desired, ask for Green Label. For a light, mild-flavored molasses, ask for Gold Label.

ACCEPTED AMERICAN MEDICAL ASSN. Council on Foods

Copyright, 1940, by Penick & Ford, Ltd., Inc.

Try giving them molasses EVERY DAY



Children love to get their iron from delicious Brer Rabbit Molasses, especially in a molasses milk shake—one or more tablespoons of molasses mixed with a glass of milk.



Your child gets extra iron in every molasses cooky or piece of gingerbread. These desserts contain the full iron richness of the molasses. All of it is retained in cooking.

FREE COOK BOOK: **Over 100 ways to use molasses—in gingerbreads, cookies, cakes, breads, main dishes, desserts, puddings, ice cream, candies. Colorful, washable cover! Mail coupon below!**

PENICK & FORD, LTD., INC.
New Orleans, La., Dept. A-9.

Please send my copy of Brer Rabbit's new cook book, "Modern Recipes for the Modern Hostess." It's FREE.

Name_____
(Print name and address)

Street_____

City_____ State_____

"I GET MY FUN OUT OF THE *Savings*"

K-M
STEAM KING
Economies Add Up!
Even ironing is fun when you see savings quickly amount to *dollars!* This K-M steam iron makes it easy to press woolens, velvets, silks and other difficult fabrics, without damp cloth to mask your work. Fully automatic, the fabric selector in rear remains cool to touch—stays in preferred adjustment. This K-M electric servant does double duty, too . . . it can be used for dry—as well as steam ironing. *Only* $12.95



THE K-M LIQUIDIZER
A new and useful appliance for daily work and party use. Mixes, chops, and liquefies vegetables and fruits without losing any of their natural vitamins . . . . . only $14.95



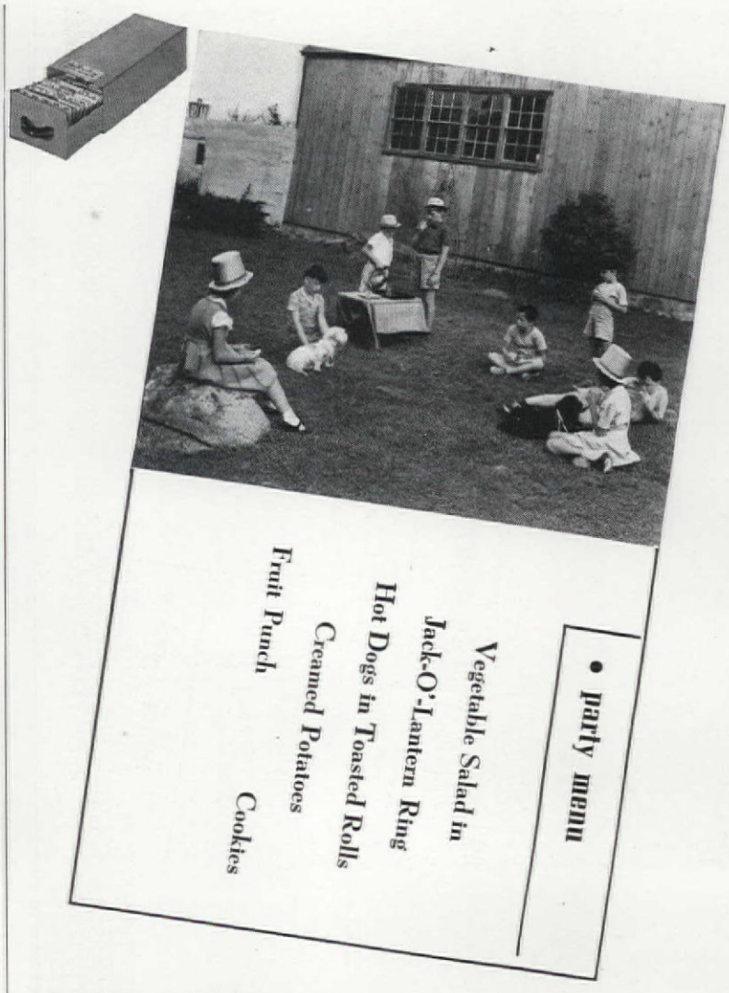
K-M ELECTRIC BISCUIT BAKER
Fluffy, evenly browned biscuits—baked right at the table in 8 minutes. See the K-M Biscuit Baker demonstrated . . . it's fine for other baking uses, too. Only $10.95



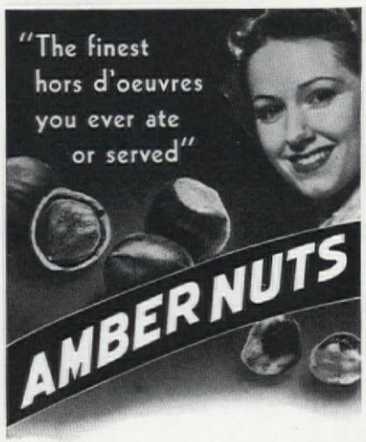
K-M TEL-A-MATIC CORN POPPER Fully automatic, requires no shaking or stirring. Clear glass top lets you see each kernel burst into huge fluffs of tender flaky goodness. Only $4.95

If Your Dealer Can't Supply You, Write Direct

K-M KNAPP-MONARCH
KNAPP-MONARCH CO., Saint Louis

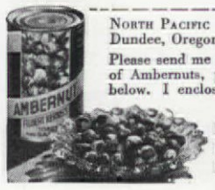


fishing for prizes furnished by some of the mothers in the party group. The child who was fishing would tell his age and sex and the mother on the other side of the blanket placed something on the hook which he or she would be sure to like best. As most of the children were easily recognizable by their voices only, they were very much amazed and delighted to find they had "hooked" things exactly to their personal tastes.



Toasted Filbert Meats

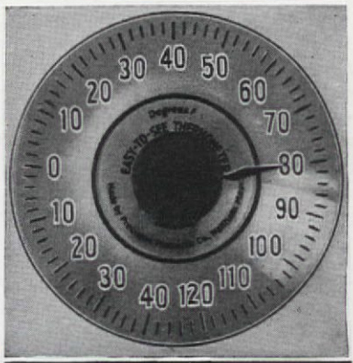
Here's a delicious new appetizer that comes in a can all ready to serve! Ambernuts are choice filberts grown only in the Pacific Northwest. They are shelled and their delectable flavor made even more tempting by slow oven-toasting. Then they are salted and packed in air-tight cans that keep them always fresh and crisp. You'll be proud to serve Ambernuts—and they're so convenient. If not at your own food store use coupon.



North Pacific Nut Growers Co-op.
Dundee, Oregon.
Please send me an introductory order of Ambernuts, postpaid, as indicated below. I enclose payment to cover

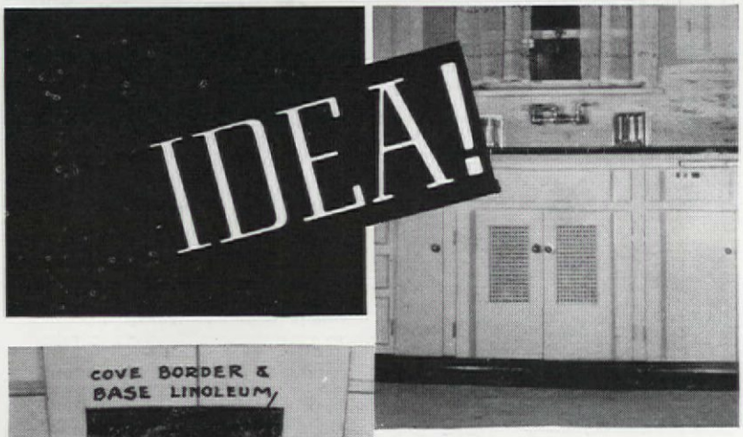
☐ 2 (8 oz. tins) $1.25
☐ 5 (8 oz. tins) 3.00
☐ 24 (8 oz. tins) 12.95

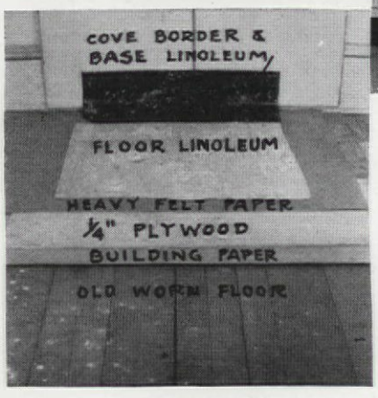
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HOW COLD IS IT?
This "Easy-to-See" Outdoor *Thermometer* Tells You—from Inside!
Only $1

This 3-inch glass scientific Thermometer attaches to the outside of your windowpane—you look right thru it. It tells you how cold it is OUTSIDE—you know what to wear on cold days. Large numerals—easy-to-read, even 10 feet away. Money-back guarantee. If your dealer is unable to supply you just send $1 to Dept. AH.
PRECISION PRODUCTS CO., WALTHAM, MASS.





LINOLEUM BASE: It takes hard labor to prepare a badly worn floor for linoleum. ¼" plywood can supply a smooth base. Check and nail down loose flooring, lay floor paper without lapping, then lay plywood using 1½" barbed nails, set approximately a foot apart.

HARRISON W. ROGERS



Photograph by the author

IF YOU'LL go out in the kitchen and measure off the amount of floor space your kitchen table takes up you'll appreciate this handy built-in table particularly. Most tables are about three feet by four feet long and they take up that much floor space, which represents a considerable part of the room in a small kitchen, whether the table is in a corner or in the center of the room. This bright idea is a scheme for including a table and chair right in a base cabinet built along the wall. When needed it can be pulled out into the room but when not in use it is pushed back in place in the cabinet, taking no extra space whatsoever and giving elbow room in the kitchen. This table would be excellent for children's lunches or suppers for it's just the right size and height for them, about two feet deep by approximately 42 inches long, 26 or 28 inches off the floor. It also becomes a handy work table. It is constructed with a five-ply slab of wood or a good single board set in the cabinet frame pretty much as a bread board would be built in. The wood frame supporting the table top is made up of four pieces approximately 2" x 3". The front piece or leg is part of the cabinet face; there's a back leg just like it, a diagonal bracing piece and the cross piece supporting the table top. One handle is sufficient to pull the table out. The chair is something like a telephone table chair but has a solid wood back matching the cabinet door beside it. A front handle controls it, too. Since cabinet counter tops are generally about 36 inches high and table heights are about 30 inches, this idea could be readily adapted to a larger dining or work table, one which would be higher and accommodate more persons. It would probably require a change in the size of the drawers and naturally would call for more than one support.

DANIEL REYNOLDS MERRILL



THINK

How Much Does Your Dog Mean To You?

NEW Discovery
For WORMING Your Pet Without Danger of TOXIC POISONING!

Never Before Possible in a Worm Medicine

Thanks to this discovery, you need have NO worry when you worm your Puppy or Dog with the NEW Glover's Imperial Capsules. The danger of toxic poisoning and violent after-effects is at last removed. They not only expel Round Worms (Ascarids) and Hook Worms, but also Whip Worms—ALL 3! Think of the ECONOMY, only 25¢!

ONLY 25¢

FREE DOG BOOK—In full color. Gives you valuable advice on Care, Training, Feeding, etc. Write to Glover's, Dept. 5, 460 Fourth Avenue, New York City.

GLOVER'S *Imperial* **CAPSULES**



"This is easy, Mommy!"

"And quick, Jean... Our new kitchen is a pretty grand place!"

It happens every day! A new and happier kitchen planned around a Kohler sink.



And what a sink! It's built in flush with the counter top. At the back, a flat, wide ledge serves as a water-tight base for the fittings and a handy place for soaps, cleansers and gadgets.



Two basins, 8 inches deep, have ingenious Duostrainers which close or open at a touch. Then there's the long swing spout and a handy hose spray for rinsing.



Yes, modern kitchens are *pleasant places*—and so are modern bathrooms with smart matched Kohler fixtures.

Why not see how much a little money will do for *your* home?



SUPERB! Kohler's new Delafield sink—one of many super-service sinks, double and single, with and without cabinets. In pure white or pleasant pastels. Kohler acid-resisting enamel lengthens life of working surfaces.

Kohler fixtures and fittings for kitchens and bathrooms offer *special service at efficiency costs.* The Kohler name is a hall-mark of smart design, expert craftsmanship and EXTRA VALUE. . . . Kohler Co. *Founded 1873.* Kohler, Wisconsin.

MAIL THIS CONVENIENT COUPON NOW. ASK ABOUT OUR EASY-PAY PLAN.



Please send your colorful 24-page book showing new plans and color schemes for bathrooms and kitchens. Address Kohler Co., Dept. 1-N-11, Kohler, Wisconsin.

☐ I plan to build ☐ I plan to remodel

*Name*_____

*Address*_____

And I'd counted on this cake to be the high spot of the supper!



"LEFT-OVERS will suit me, honey, if you bake a nice big cake for dessert," Jim had said that morning. No wonder Mary was upset when her cake failed!

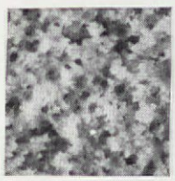
If only she had known how important the right baking powder is. Any woman who bakes can be more certain of success *every time* with Royal!

You see, Royal, made with Cream of Tartar, has a *special* "steady action" that is different from most baking powders. Royal begins its work the *moment* it is stirred in the batter. Thus the expansion of the batter is *continuous* and *even*. That is why Royal cakes are fine-grained...light...fluffy. Why they keep their delicious moistness and flavor longer.

Many ordinary baking powders seem to have an *explosive, uneven action*. A greater part of the expansion is delayed until the cake is in the oven. Rising is often over-rapid. It may blow the batter full of large holes. Then the cake will be coarse...dry...crumbly.

See these actual photographs of cake, magnified, and the difference in results:

STEADY BAKING POWDER ACTION



UNEVEN BAKING POWDER ACTION



The cost? About 1¢ per baking buys the greater assurance Royal gives. The rest of your ingredients cost 30 to 40 times that much. Pure Cream of Tartar makes Royal cost more per can—but the difference *per baking* between Royal and ordinary baking powders is only a *fraction of a cent!*

Remember, Royal is the *only* nationally distributed baking powder made with wholesome Cream of Tartar—a product of fresh, luscious grapes. Cream of Tartar leaves no bitter "baking powder taste." So ask your grocer for ROYAL. Use it whenever you bake. You'll agree it's well worth the difference in price.



ROYAL COOK BOOK FREE

If you bake at home, you should have a copy of the Royal Cook Book which tells you how to make delicious cakes, biscuits, muffins, pies, puddings, and main dishes. Send your name and address to Royal Baking Powder, 691 Washington St., New York City. Dept. 911.

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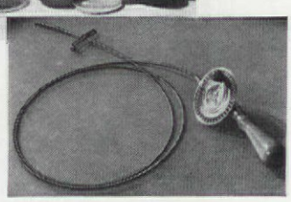
Major and Minor



A NEW dough board that also has a tape measure of a sort, so that when you want ¼ or ½ or ¾ inch dough you get it by simply setting the gauge at the sides. Do-Bord is made by the Lewis Specialty Company.

YOU won't have to blast to get at the jelly if you use this paraffin lifter when you make the jelly. From the H & H Company.





THE Drainflex—answer to a hand-wringing drive-you-crazy problem. It removes the ungettables that clog up sink and tub drain. Stow Manufacturing.



WEAR-EVER's new five piece oven set that fits all at once into the oven and is equally good for baking or roasting. It can easily turn its hand to refrigerators, too. Wear-Ever Aluminum Cooking Utensil Company.

WISCONSIN ALUMNI RESEARCH FOUNDATION

Approved for **VITAMIN D** upon periodic tests

memorize THIS SEAL!

With every autumn day that passes, this Seal becomes increasingly important to your family and to you.

Now, when sunshine is infrequent, brief and reduced in Vitamin D value to less than half of the summer normal, *rickets and tooth decay increase.* Guard against this danger by using inexpensive Vitamin D Milks and foods, and pharmaceuticals prescribed by your Doctor.

All Foundation-licensed Vitamin D products are entitled to bear this Seal ...all are tested periodically whether or not they carry this Seal.

WRITE to Wisconsin Alumni Research Foundation, Madison, Wisconsin, for your FREE copy of *"Now There Can Always Be Sunshine for You,"* and...

Buy With Confidence!

NEVER A DULL MORSEL—



WHEN FOOD IS SEASONED WITH **COLMAN'S**

• This choice dry mustard makes a magic difference in the flavor of meats, sauces and salad dressings. Fastidious appetites enjoy its racy, zestful tang. Chefs in great hotels the world over use Colman's—consider it as necessary as salt and pepper to season food properly. Keep a tin always handy in your kitchen!



Adds Sparkle to Food

FREE RECIPE BOOKLET—

Atlantis Sales Corp., Sole Distributor, 3376 Mustard Street, Rochester, N. Y. Please send me 12 new Colman's recipes.

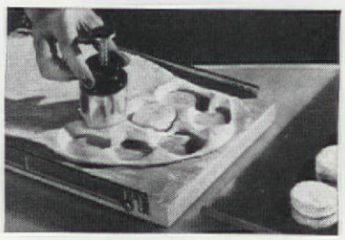
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Major and Minor

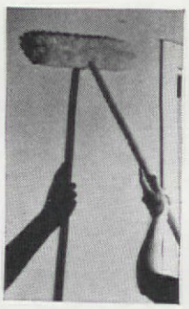


IT IS always such a shame to muss up a new cake with a sticky knife. This new cake knife and server will cut each piece neatly and not squeeze or tear it to bits. G. M. Thurnauer & Company.



A NEW biscuit and canape cutter is a neat little gadget that eliminates the customary sticky finger look. It cuts and then puts the biscuits in the pan, practically by itself. Lewis Specialty Co.

A WALL duster that clings tightly to what it gathers and never streaks. Of lamb's wool, it is a cinch to wash. Lincolnwood Manufacturing Company.



A THREEWAY cooker that is about all you need. The bottom can be used separately and the top can double as a casserole, too. The cover is domed. Wear-Ever Aluminum Cooking Utensil Co.



Newspaper woman takes hardest job ever assigned her!

HELEN SHEPHERD KNAPP



TWO years ago when a doctor advised me to give up my newspaper job and (as he euphemistically put it) "return" to housekeeping in order to get more rest and learn how to relax, I listened with plenty of misgivings, for it meant disregarding completely my own strongest inclinations. I took his advice, however, because things had got to the place where I had to take advice of some sort. Now, after two years, I have grown to like my new job so well that I would not, for any reason short of the threat of starvation, go back to newspapering. There have even been times, of late, when I have begun to hope that I may soon be able to get a little of that rest and relaxation the doctor held out so invitingly. But there have also been, and more frequently, days when two or three nice substantial murders, a riot, and a political rally would have been Elysium compared to the things that happened to me while trying to clean up my three-room apartment and prepare a simple one-course dinner for two.



I suppose that either my doctor was the head of a household comprising a cook, a gardener, and two or three housemaids, or that he was married to one of those paragons who can keep a house clean and dusted and prepare three meals a day with the same

Burnett's pure VANILLA



Favorite for ninety-four years... Burnett's is still the single pure vanilla preferred across the nation to flavor cakes, frostings, desserts and candies.

JUST WHAT YOUR KITCHEN NEEDS!



This modern Coppes NAPANEE Base provides extra convenience, beauty and storage space to make kitchen hours shorter and more pleasant. Has metal-lined bread box, flour bin, cutlery drawer, huge pot and pan compartment, bread board. Stainless porcelain top, concealed castors. Stove-high! NAPANEE construction means *years* of service. At furniture and department stores. Write for free catalog.

COPPES, INC. • Dept. A-11 • Nappanee, Indiana

Coppes NAPANEE

A Quality Name Since 1876

For your protection, be sure cabinets referred to as Napanee bear the Coppes name.

Sunbeam MIXMASTER

Makes cakes as much as 15% higher, lighter... whipped cream, desserts beat to greater volume, and hold up longer



Mixmaster puts that EXTRA deliciousness, EXTRA success into every recipe that wins compliments and makes cooking and baking a pleasure. You, too, can have cakes that amaze you—higher, lighter, velvety-grained. You, too, can have whipped cream that stands up as much as 50% longer. And lots more juice from the same oranges, too. Those are but a *few* of the benefits Mixmaster gives you.

Get Mixmaster and you get the food mixer with the wide range of *even* mixing speeds—they don't vary their speed even when the batter thins-out or thickens-up. You get the big, easy-to-clean, Full-Mix beaters that beat more air into batters for finer texture and velvety grain. You get an abundance of instant, automatic power. You get freedom from the tiring arm-work. You get America's most beautiful mixer. So be sure the mixer you buy is the original and the ONLY Mixmaster. On sale wherever good electric appliances are sold.

Sunbeam Mixmaster, complete with juicer, $23.75 (West of Denver, $24.50)



"Tune in" Your Favorite Recipe

Only Mixmaster has the exclusive, new MIX-FINDER Dial on which the ten every-day mixing needs are plainly indicated. You have the perfect mixing speeds at your finger-tips — *instantly*. You don't guess. You simply DIAL THE RECIPE. And you know the results will have that "success secret" of delicious food—even, scientific mixing.

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5607 Roosevelt Rd., Chicago
Canada Factory, 321 Weston Rd. So., Toronto. 52 Years Making Quality Products

Famous for Sunbeam TOASTER, IRONMASTER, COFFEEMASTER, SHAVEMASTER, etc.



easy-going efficiency with which I can dash off "Now is the time" etc., on the typewriter. One thing I am sure of—he may have known all about my blood pressure and my metabolism and all my other strictly personal goings-on, but he certainly didn't know *me*.

"You are probably suffering from a subconscious conflict," he said, and when I asked *which* conflict, he shook his head and said, "Why, the conflict between your job and your home, of course." I didn't say anything because I had an instinctive feeling, somehow, that any woman worthy of the name who was away from her home all day *ought* to feel a conflict. I was ashamed to tell him that I didn't have a conflict, I had Lenore instead.

Lenore was a beautiful part-time maid who came every afternoon to straighten up the apartment, wash the breakfast dishes, shop for groceries, do my personal laundry, and prepare dinner. She could also do any special cleaning necessary to keep the apartment shining all over like one of those in the advertisements for furniture wax, and still have plenty of spare time for the detective magazines she kept stacked under the kitchen towels in the cupboard. That was where I made my first mistake: I should have kept Lenore for a few weeks after I began my new regime. Long enough, at least, to show me where she kept the mops and explain those obfuscated little phrases in the cook book such as "cook until it forms a soft ball in cold water," and "bake until it begins to leave the sides of the pan." Some first aid of this sort would have saved hours of struggle.



This brings me to the point of a little advice I want, from the height of my ant-hill experience of two years, to pass on to other women who are considering turning in their social security cards to take up housekeeping and "relax." I mean, of course, women like myself to whom housekeeping was not only a closed book, but one sealed like a bottle of Chateau Latour, 1924.

The relaxing part will come much sooner if you look upon your new job with proper respect and—this is important—insist that all others, especially the man for whom the house is being kept, do the same. It's a job that requires much training. Don't make the mistake of thinking, as I did, that you, being a woman, have an inherited instinct for housekeeping which needs only to be hauled out and dusted off. Your new job will probably be, even after you've learned it, at least as hard as your present job. (At first it'll be much harder, as you'll soon discover.)



Right off you will begin to learn some peculiar facts about the human race, male and female. You'll notice, first, that the husband of the woman in the next apartment, who, by the way, never did anything more strenuous in her life than take a six-weeks' course in contract bridge, will dry the dinner dishes as if it were a great privilege, while your own will plop himself down in the easy chair and yell for his slippers, for all the world as if he were a Roman lord with a bevy of Nubian slaves



Picture a kitchen arranged your very own way—to make work *play!* That's the kind of kitchen you can have with Whitehead-Monel Units—matched to fit *your* needs by our FREE kitchen planning service.

Illustrated is just one of many inexpensive combinations. See how the roomy Whitehead steel cabinets can be adapted to any wall space. See the lower unit—the famous Monel UNACRAT—with its sparkling, easy to clean Monel surface. Remember, a Monel sink is the last word in kitchen equipment... rust proof, chip proof, accident proof. *Monel's mellow, silvery lustre actually improves with age and hard use!*

Many other arrangements, many lower priced! Or the Monel UNACRAT, with its gleaming Monel sink, 5-foot double drainboard and handy cabinets, may be bought separately for only $89.90.

For full information on the Monel UNACRAT or complete Whitehead-Monel Kitchens, see your plumber. And for FREE kitchen planning service, write to Excel Metal Cabinet Co., Inc., 101 Park Ave., New York.

THE INTERNATIONAL NICKEL CO., INC., 73 Wall Street, New York, N. Y.

hovering in the background, just waiting for a chance to serve him.

Her husband will be forever trying to find ways to make it up to the poor dear because he can't afford a maid to take the drudgery off her hands. But *your* husband! He will be the kind who has an amused twinkle in his eye when he comes into the kitchen mornings to kiss his pampered little darling goodbye—the sort of twinkle that takes you back to the days when you were making mud pies for daddy to take to lunch. You find yourself waiting for him to pat you on the head and say, "There, there, pet, run along now and play with your little stove and all the other nice little toys till Daddy gets back from work and can play with you."

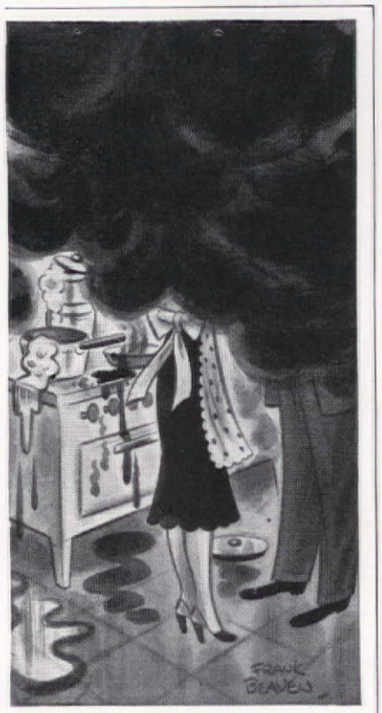
Now don't misunderstand me, I'm not bitter about this. I realize it's all my own fault. You see I, in my innocence, always talked of housekeeping as if it were like that. And then when the pies began to soak through the bottom crust and the water under the potatoes would silently steal away while I was dusting the front room, and the hot rolls would come out looking



Sketches by Hope Hendler

like pieces of bubble gum put in the pencil box until recess, then—well, I was at a disadvantage. I had to reassure myself some way, so I worked all the harder. I would dust under the pictures and over the tops of doors every day. I'd scrub (yes, actually *scrub!*) the kitchen floor the same. I'd start out early in the morning and then if the blamed pie soaked through its bottom crust, or ran over the top one, or refused to thicken, or gathered its skirts about it and withdrew into a small, impregnable, little lump in the center—then I would just make another one and another one until I had either dessert for dinner or enough ammunition for a super-colossal Mack Sennett comedy.

My conviction was that I, having held down a job in a man's world with fair competence, I think, for six years, could show these other women, when I wanted to, that I could equal them at their own game as well. Small wonder that at the end of



"DON'T WORRY, DEAR WE'VE GOT SUNBRITE!"



Sunbrite
The Safe Speedy Cleanser



I hear the Smiths are at it again!

WITH trouble a-popping above, and perfect *toast* a-popping below, the unwritten law of wedded bliss is plain for all to read: Don't tempt masculine tempers with burnt toast!

See how *That Man* perks up when the *Toastmaster* toaster, serene and competent, presides at the breakfast table. It's all so automatically simple. You set the little knob for Light, Dark, or In-between, put in the bread, press down the lever, and . . . relax.

The Flexible Timer takes charge. At just the right moment, up pops the crispy-golden toast, piping-hot, "as ordered" every time—and off goes the current. No watching, turning, or burning—and no cussing!

Many a second honeymoon has started over a *Toastmaster* toaster. Have you started yours?... See *Toastmaster** products wherever fine appliances are sold.



America's finest toaster, fully automatic. $16.00



1-slice model, matches the 2-slice in efficiency. $9.95

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TOASTMASTER *Toasters*
REG U S PAT OFF

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RED DEVIL'S CAKE

2 cups pastry flour	1 cup sugar
	2 eggs
1¼ teaspoons Arm & Hammer or Cow Brand Baking Soda	2 squares (2 ozs.) unsweetened chocolate
	1 teaspoon vanilla
¼ teaspoon salt	¾ cup sour milk or buttermilk
½ cup butter or other shortening	½ cup boiling water

1. Sift, then measure the flour. Sift three times with the baking soda and salt. **2.** Cream the butter until light and lemon colored. Add sugar gradually, beating after each addition until light and fluffy. **3.** Slowly add the eggs which have been beaten until they are almost as stiff as whipped cream. Gradually add the chocolate which has been melted and cooled. **4.** Stir the vanilla into the milk. Alternately add the dry ingredients and the milk, beating until smooth after each addition. Add the boiling water and beat in well. **5.** Turn into a greased cake pan. Bake. Frost with soft chocolate icing. Let cake stand two hours before cutting, to allow the red color to develop.

Amount· Two 8-inch layers
Temp.: 350°F. Time: 25-30 minutes
All spoon measurements level

Don't lose your touch for baking! Good cooks know that the way to successful baking results, a soft velvety crumb deliciously moist and rich in color, is to leaven Nature's way, with Baking Soda and either sour milk, or sweet milk soured with acid juices. Send for free recipe book and set of bird cards in natural color.



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Please send me Free Book, describing uses of Baking Soda, also a set of Colored Bird Cards.
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the first three months it began to look as if I were going to have to go back to newspaper reporting for a time to give my nerves a chance to stock up for another siege of housekeeping.

In time, of course, I came down off my perch and went looking for advice. And then I discovered something about women: When I took a job on a new paper there was always someone to take me around the first day or so to introduce me to all the officials and school superintendents and policemen and tell me helpful little things like remembering to ask the state police for their monthly accident report and that I could always draw out the mayor by commenting when his school won a football game. But when I started housekeeping there was no one to tell me all the little idiosyncrasies of an apple pie or about the nervous susceptibility of an omelet. Other women—well, they just take it for granted that any woman knows how to cook if she's got an ounce of brains. And if you ask them anything about it, you just haven't got the ounce, that's all there is to it.

My first disillusionment came when I ran over to ask a neighbor—a kind looking soul whose husband worked in the same office as mine—just what the recipe for molasses candy meant



A DASH OF "L & P" ADDS ZEST TO STEAKS

● **Order it rare, medium or well done...as you like. But to get the tasty best out of your steak, be sure to season with spicy, tangy Lea & Perrins, the original Worcestershire. Used and enthusiastically recommended by chefs, home cooks and epicures the world over. It's the perfect seasoning sauce for meats of all kinds; also fish, soup, salads, seafoods and gravies.** ***Try Lea & Perrins Sauce today!***



And When You Dine Out, Don't Forget To Ask For **LEA & PERRINS**

LEA & PERRINS SAUCE
THE ORIGINAL WORCESTERSHIRE



when it said "cook until it spins a thread."

A few weeks later we had a little dinner for a couple from my husband's office. It was, Allah be praised, a very commendable dinner at that. When they started to leave, the man shook my hand and laughed heartily at what he thought was his little joke. "It was really a good dinner," he said, "I'll have to tell John so-and-so that he was wrong when he told everybody in the shop that Charlie's wife didn't know the first thing about cooking—even how to boil water without burning it!"

It gave me small satisfaction, in my blistering rage, to remember that John's wife, that kind looking neighbor of mine, couldn't even write about a meeting of her bridge club and get it straight. It's little comfort, when you find yourself being a poor cook, to remember you used to be a fairly good newspaper woman.

I did get some help, though, from magazines and the public library, and from just plain working at it. But it's still hard. Harder, I think, than any other job I ever held—as hard as the average man's job.

Don't, for heaven's sake, take me as an example. Take a woman who is really experienced, efficient, and sensible. There's Mrs. Nell Yard who wrote that article for The American Home, "Afternoons Off For Bridge." Mrs. Yard manages to keep her house beautifully, even to cleaning and dusting every room every day plus an extra thorough going-over for the kitchen and bath twice a week. She also serves what to my not-so-advanced standards would be a "company" dinner every evening, does a large part of the laundry for her family of three, and still has four hours off for bridge every afternoon!

In my embarrassment after reading this record and comparing it with my own, I was immeasurably consoled by remembering that the editor had considered it exceptional enough to devote four columns to it. I immediately set myself to follow her methods, as she outlined them, and I believe it can be done. There is only one hitch I've discovered in adapting it to my own housekeeping problems. Mrs. Yard does all her shopping for groceries on Saturday afternoon, which means that she plans her menus a week in advance. But just as sure as *I* try that and plan a nice beef roast with vegetables cooked in the liquor for Wednesday, we wake up on Wednesday starving for broiled lamb chops and French-fried eggplant! And my husband is simply not the sort to be kindly and considerate to a beef roast when he's all fixed for lamb chops or whatever!

However, I don't have a

I MADE IT STICK WITH CASCO

No. 25



MAKING RUGS SLIP-PROOF

Cut 2-inch squares from an old rubber inner-tube and Casco-cement them 8 or 10 inches apart on the bottom of the rug. They take the slip out for good. Won't pick up dirt and get slippery again. Casco Flexible Cement sticks wood, paper, fabric, leather—to metal, plastics, glass—any household material. Resists heat, moisture, jolts. Handiest helper in the house.

AND FOR HEAVY-DUTY WOOD GLUING



Use Casco Powdered Casein Glue—the standard with master craftsmen. No mess. Just add water—and mix.

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CASEIN GLUE · IN CANS · 10¢ TO 65¢
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school-age child to be considered as Mrs. Yard does, so it does seem that I should be able to get in an hour's shopping three or four times a week to complement the longer Saturday afternoon excursion downtown and still keep her schedule. I think most women will agree with me that it's a pretty good example of the routine of a thoroughly efficient housewife, one that could well be used to draw comparisons to the working day of the average business woman—or man.

"Four hours off every afternoon for bridge!" I can just see the smirk on the faces of our males! "And you call housekeeping a hard job! Boy, if I could get away with that!"

But look at the record. Mrs. Yard gets up at seven o'clock, does her housework and prepares dinner, having from 11:30 to 12 o'clock to do the family mending. From 12 to 1 o'clock she's "off" (if you call being on hand to jump up to deliver an extra helping of hot soup or an extra serving of dessert having an hour off for lunch). She *must* take at least thirty minutes to do the dishes and clean up the kitchen. Then she's home at 5:30 o'clock to finish preparing dinner and set the table. Add another thirty minutes for washing the dinner dishes (and that's some going to my notion) and you have six and a half working hours every day. To this we must add four extra hours (from 1:30 to 5:30 o'clock) on Saturday, for she doesn't give herself Saturday afternoons off, and at least three hours on Sunday (I give myself four and a half). This makes a total of forty-six schedule hours a week, besides which she's subject to call every minute.



In number of hours, then, Mrs. Yard has at least six per week over the standard for working males in America. This, to my notion, is not so significant as the fact that these are *concentrated* work hours. "My routine is so strict," she says, "that my neighbors tell me they can tell the time by my vacuum buzzing or the wash on the line!"

Now there may be offices where the day's routine is as strict as that, but in my day I have seen a good many, and I would hate to set my watch by the time the morning mail was opened in any of them! There is no time off, in Mrs. Yard's schedule, for discussing with the fellow at the next desk the management's obvious errors in policy; no thirty minutes to chat with a client!

But she does get those four hours off five afternoons a week and that, to me, is a goal. Some of these days I am going to get that "rest and relaxation" I started after two years ago!



SANI-FLUSH was introduced 28 years ago to clean water closets. It is still the easiest and best known way to keep toilets sparkling clean and sanitary. Just sprinkle a little of this odorless compound in the bowl twice a week. Saves disagreeable work.

Sani-Flush removes rust, stains and incrustations. It even cleans the hidden trap. Cannot injure plumbing connected with the bowl. (Sani-Flush is also effective for cleaning out automobile radiators.) *See directions on the can.* Sold by grocery, drug, hardware and 5-and-10c stores. 10c and 25c sizes. The Hygienic Products Co., Canton, Ohio.

Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

Half Clean ISN'T ENOUGH!

Premier PARTNERS

get ALL the dirt

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Dirt isn't particular where it settles—it clings to draperies and upholstery just as surely as it hides in rugs!

Before the day of Premier Partners women tried to remove it as best they could with a jack-of-all-trades cleaner . . . Today Premier Partners provide a *specialist* to clean quickly and thoroughly each of two separate Dirt Zones—everything *above* the floor, everything *on* the floor!

With its 7 simple attachments, the Premier Vac-Kit—a featherweight, cylinder-type cleaner—banishes dirt from 101 different places *above* the floor, freshens up lampshades, furniture, curtains, walls.

The Premier Floor Cleaner goes to work where the heavy dirt hides—in your rugs! Even buried grit can't escape the rug-vibrating action of Premier's double brush and its powerful suction.

Premier Partners together cost even less than many single cleaners!

Good Housekeeping Institute heartily endorses Premier's new "Partnership Plan" for cleaning both Dirt Zones completely.

Tested and Approved by Good Housekeeping Institute

PREMIER

Premier Division, Electric Vacuum Cleaner Co., Inc.
Cleveland, Ohio



Often there comes a stage in the child's development when he is not hungry. At the Cornell Nursery School, children's appetites have been under investigation for several years

Geraldine WON'T EAT!

JEANETTE BEYER McCAY

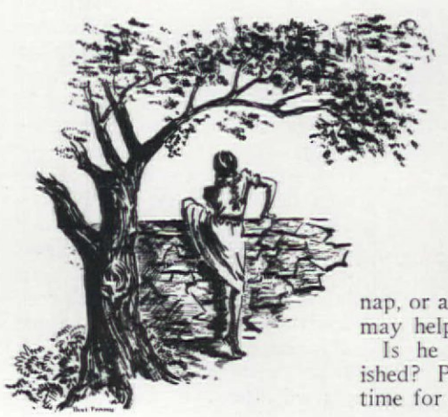


YOU never saw a husky puppy highbrow a bowl of bread and milk, or a healthy kitten snoot liver, yet a young human animal may get so cantankerous that a good dinner, carefully prepared according to all the rules, will be completely ignored.

Geraldine won't eat. She squirms in her chair; she presses a tunnel through the mashed potatoes; she hums and makes charming childish chatter. She touches the milk to her lips, pokes inquiringly at the string beans. And when everyone else is through, Geraldine is just where she was, with the dinner cold and wilted on her plate. Mother is worried, Father coaxes, and Geraldine pushes away her food and is the center of attention. She may stop gaining but if you're smart she won't come anywhere near starving.

Why won't the little rascals eat? One of Chicago's most famous psychologists answered the question with this very terse and blunt statement, "Of course they won't eat. You put too d---- much on the table!"

In many cases, this may be the trouble. In our anxiety for perfect health and growth, we may spread too great a plenty before our youngsters. Little children may be psychologically, if not physically, overfed. Nature is pretty wise about balancing appetite and growth. A poor appetite for a few days, a week, or a month in a child may be expected. When it comes, remember that too many dishes are confusing, that a choice between too many foods may turn a meal into a game. Always serve less than you know a child will want, and allow second and third servings so that the general attitude of the child toward dinner is eager, and eating is looked upon as a true privilege, rather than as a duty. Even so, there will be days every once in a while when your child will get the idea that he isn't hungry and will thoroughly enjoy any concern shown by the family for his failure to "dive in" with customary gusto.



At nursery school, for the two and three-year-old children, we serve only one tablespoon of each food on the plate. For dinner that means only one level tablespoonful of meat, one of potato, and one of vegetable, accompanied by a tiny sandwich equal to one fourth slice of bread and one half cup of milk. These servings look ridiculously small to an adult, yet they often solve a feeding problem. The small amounts are inviting to the child because he can eat them easily. Most children will want second servings, but the amounts should be limited to what the child can consume promptly.

Preparation of the food is important, too. The simpler, the better. Lightly buttered vegetables, baked potatoes, broiled or roasted meats, simple fruit cups and stewed fruits are liked by almost all children. Some meals are so hard to eat that the child may think the food is not worth the trouble. Vegetables cut in small pieces will stay on a spoon; meats are better chewed if finely cut. Small pieces of sandwich are easily handled and lettuce may be shredded or put into sandwiches.

Variety in foods may be educational, but for the small child's enjoyment and nutritional need, it is important only that he learn to like most of the common vegetables, fruits, eggs, milk, and a few meats and fish. One must not err on the other side, however, by allowing meals to become monotonous. Cooked cereal, for instance, may appear too often. If this happens, leave it out sometimes. There are other ways of using whole grains. For breakfast try milk toast; a soft-cooked egg and toast; a ripe or baked banana.

Meals at regular hours are most important. Dinner at eleven-thirty may be eaten with relish, while at noon the child may be too tired to eat.

Is meal time happy for the family? Children respond quickly to moods and peace has a beneficial effect on appetite and digestion.

Does your child seem tired? An earlier bed hour, or an afternoon nap, or a rest just before meal time may help him to enjoy eating.

Is he pale? Is he under-nourished? Perhaps he requires more time for play outdoors in the sun.

THE SCOTTISSUE TWINS—A PERFECT PAIR



Twin Qualities essential in toilet tissue . . . SOFTNESS and TOUGHNESS

THERE'S really no choice at all between these adorable ScotTissue twins—Softie, with his gentle ways, and Toughie, with his robust sturdiness.

You don't have to choose between softness and toughness in a toilet tissue. *Both* qualities are needed . . . *and you have them both in ScotTissue.*

ScotTissue's softness gives you safety and comfort, even for baby's delicate skin. Its wonderful *two-way strength* resists tearing and shredding, even when moist.

In ScotTissue you have a really balanced combination of softness and toughness . . . quick absorbency for thorough, safe cleansing.

Ask your grocer for three rolls of soft, strong, absorbent Luxury Texture ScotTissue today!

Copr., 1940, Scott Paper Co. Trade Marks "Soft-Weve," "ScotTissue," "Soft as old Linen" Reg. U. S. Pat. Off.



EXTRA!

Each roll of ScotTissue has many extra yards of tissue woven in by the Scott "Soft-Weve" process for extra strength and absorbency. *Weigh it* on your grocer's scales to prove this extra value.

There are *1000 full-size, usable sheets* in each roll of ScotTissue, yet it costs no more because it lasts longer.

Soft for comfort *Strong* for security

Wanna Buy a House?





NOW I am going to tell you about the housing problem. Mainly I am going to tell you why so many people rent houses instead of buying them. It is because buying a house is so much of a nuisance. In fact, it is more than a nuisance. It is a pain in the neck and needs to be simplified.

Suppose you are going to rent a house. You go to the owner and say, how much, and he says $50, and you say O.K. Then he says, I want a year's lease, and you say O.K. Then you move in and have the gas connected and that is all there is to it, except, of course, trying to make the furniture fit—and that is another story.

We will now skip over to next year when you finally start looking for the house you think you are going to buy. If you consult the Sunday paper, you will find a great many places listed. The advertisements will be complete in every detail except information. In writing advertisements for houses, it is a literary rule that adjectives must be used instead of information. For example, it would be unethical to say a living room is 10x14 feet. In fact such a description is quite unheard of. A room of that size must simply be described as "spacious."

Now let's assume that a few months have passed and that, having used up only 200 gallons of gasoline, you have found a house that you would consider buying—although how you ever managed to do it, I'm sure I don't know.

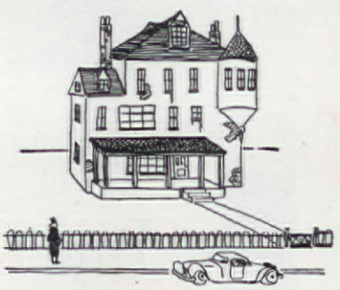
The next step is to arrive at a price. Since the place is obviously worth not more than $4,000 at most, the owner is asking $8,000, which leaves you free to make a tentative offer of $3,000. This is, of course, indignantly rejected, but the agent tells you in absolute confidence, in a husky stage whisper, that he believes a definite cash offer of $6,000 will most certainly swing the deal.

After a week of negotiations, the agent points out that it is such a desirable property the owner may jump the asking price to $10,000 at any time, which means you would have to pay $6,200 instead of $6,000. Since the place doesn't look any better than $3,500 to you now, actual value, you are pretty sure you wouldn't even consider offering $6,000, but you decide to see if you could manage to finance an offer of $4,500.

Let us pass very briefly over the details of the next day or two. It is enough to say that, after a long discussion, the financing agency agrees, as a special favor to you, and for a fee, to send out a few assessors to look over the place, evaluate it, and see if anything whatever can be loaned on it.

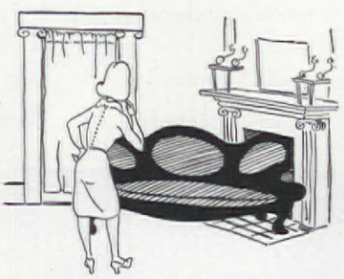
For safety's sake, or something, you decide to be present when the assessors look at the house of your choice. They are tall, gaunt men with long overcoats and long faces—obviously nurtured since birth on a diet of sauerkraut and salt shark. You would run, but they have you cornered. So you go through the house with them. When they look at a floor, the boards curl up. When they look at a wall, the plaster cracks. Finally they compare notes and tell you the worst. By this time, even the worst is a relief, so it isn't so bad. In a nutshell, the house is worth only about $2,000, so of course they can't very well recommend a loan of more than $1,500.

When they go away, the house looks so much brighter that you decide to buy it after all—especially since their $2,000 valuation proves it is really worth $4,000, as you thought all along. After careful calculation, you find that you can just make $3,500 by holding your breath hard and perhaps slapping an additional mortgage on the car. Then it occurs to you that you could use a lawyer for such trifling matters as preparing an offer in proper legal form and clearing the title, if any. So you call up the outfit that is going to lend you $1,500, you hope, and they recommend a chap.



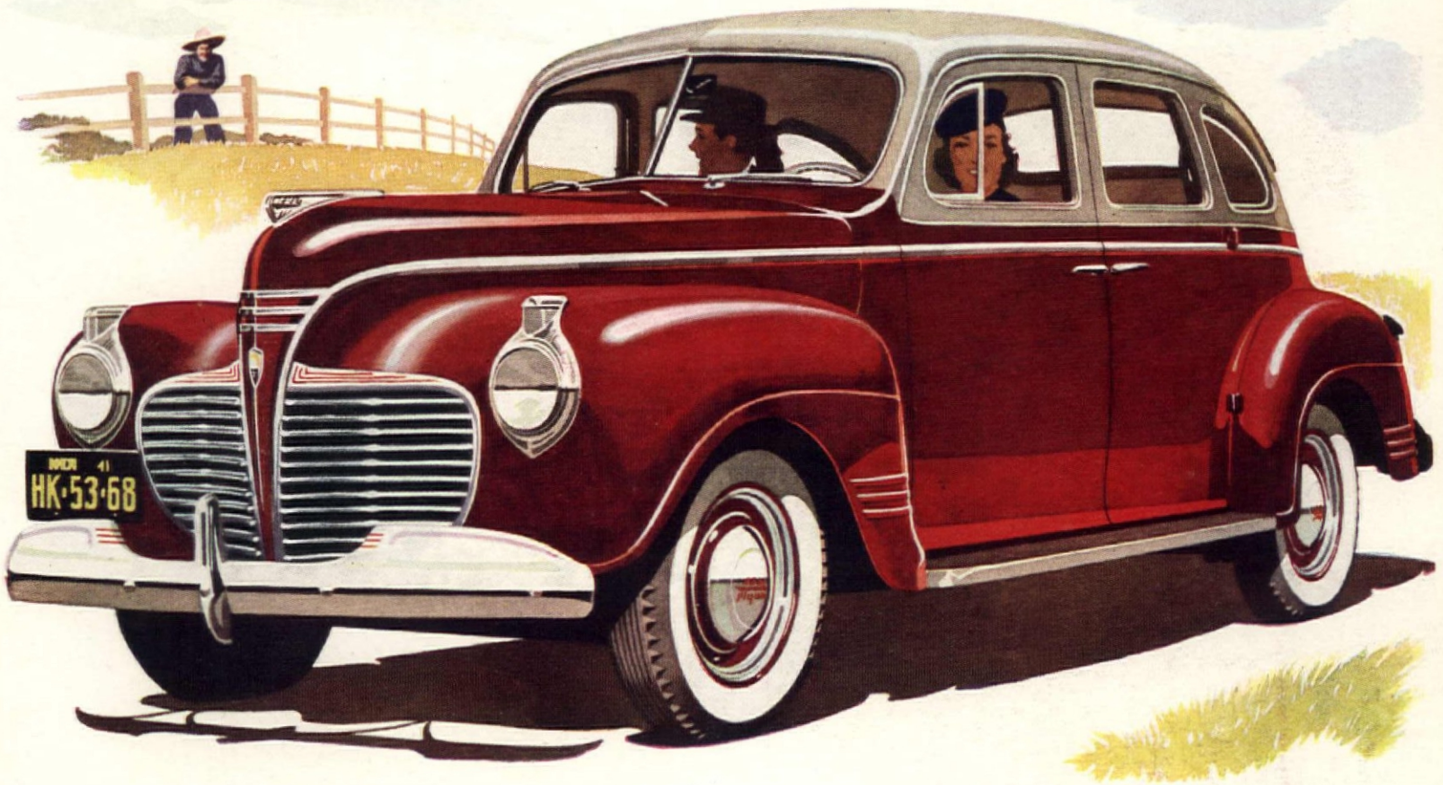
This statute-butcher turns out to be an egg who looks like another assessor, except that he carries a little more flesh. For your offer of purchase, he draws up a long assortment of ponderous language which you hope is all right, although all you can understand of it is the $3,500. You take this around to the house owner and he takes it around to his lawyer to be checked. The trip there requires fifteen minutes so it is sixteen minutes and twelve seconds before he can turn loose a big explosive sigh of relief and say yes. This means you have practically bought yourself a house. Now your lawyer must go to work to establish the title, and after that all you have to do is sign a few small papers and move in. It's time for your present lease to expire, so you give notice and start packing all your goods and chattels.

However, in a couple of days the legal gent shows up with a face longer than a mop handle. It seems the title is cloudy. In fact, it is twice as cloudy as a tropical rainstorm. It seems the space under the living room is part of an ancient grant to the Shickapoo Indians, while the ground under the bath is part of old Jacob Kibbitts' farm. That means that if any of old Jacob's heirs wanted to be unpleasant, they could practically come in and smack you right out from under your own shower. Of course, there may be no heirs, and probably anybody now living has forgotten that Grandpa Jacob even had a farm; but just the same it isn't safe, so you forget the whole thing, lease a new place for a year, and dream of the time when house-buying will be a simple, orderly piece of business.



JEANE SCHERR

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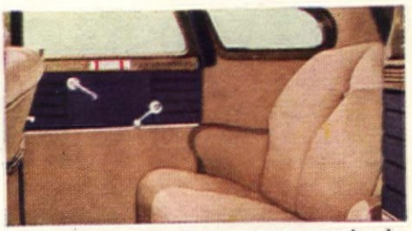
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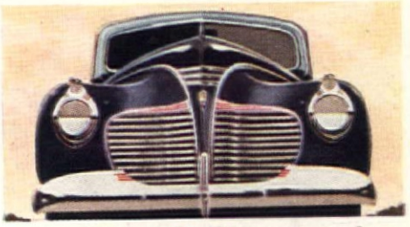
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The American Home

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